

GORDON GRADO

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OBJECTIVE

Service Designer and Experience Strategist specializing in end-to-end customer experiences across digital and physical ecosystems. Combining qualitative research, behavioral insight, and systems thinking to identify friction and translate insights into actionable, scalable solutions. Aligns user needs with business and operational realities to deliver experiences that are not only well-designed, but viable and implementable in practice.

EXPERIENCE

Service Design Consultant - Walmart

Bentonville, AR June 2025 – March 2026

Owned customer journey mapping and service design strategy across retail and healthcare initiatives, translating friction points into prioritized product and service improvements across end-to-end experiences.

- Mapped end-to-end member journeys across digital and in-club experiences, identifying breakdowns within a network of 600+ locations serving 60M+ members.
- Concepted and tested an in-club self-service returns experience through rapid prototyping across multiple locations, validating solutions with members and associates.
- Facilitated 30+ cross-functional workshops engaging thousands of associates, translating insights into aligned product and operational decisions.

Staff Service Designer - The Home Depot

Chicago, IL April 2024 - March 2025

Applied journey mapping and research to improve digital sales and service experiences across complex customer and associate workflows at enterprise scale.

- Synthesized qualitative research and journey mapping to identify friction across high-volume sales journeys.
- Designed and prototyped end-to-end solutions across digital and associate-facing tools, improving usability and reducing process complexity.
- Influenced workflow and tooling decisions, contributing to avoidance of \$100M+ in potential annual licensing costs across a 47K+ user base.

Senior Service Design & Research - Providence Health

Chicago, IL July 2023 - April 2024

Designed patient-centered service experiences across a large, multi-state healthcare system, aligning clinical, operational, and technical workflows to improve access and delivery at scale.

- Mapped patient journeys across care settings within a system supporting 29M+ annual patient visits.
- Designed and validated a hospital eCheck-In experience across 50+ hospitals and 1,000+ clinics, aligning clinical, operational, and technical requirements.
- Translated research with clinicians and staff into actionable improvements, reducing friction across high-volume patient and caregiver interactions.

Principal Service Designer - Walgreens

Chicago, IL July 2020 - July 2023

Improved omnichannel retail and pharmacy experiences by translating journey insights into product, operational, and fulfillment strategies at scale for customers and associates.

- Mapped end-to-end fulfillment and pharmacy journeys, identifying breakdowns across digital ordering, pickup, and in-store experiences.
- Delivered BOPIS and curbside experiences supporting systems handling 35M+ annual pickup and same-day delivery orders and 100M+ loyalty members.
- Validated concepts through in-store prototyping and testing, informing experiences during periods of 80%+ digital growth and increased same-day usage.

UX Strategist - Blue Cross Blue Shield (HCSC)

Chicago, IL, September 2019 - July 2020

Translated complex healthcare systems into usable product and service experiences by connecting research, journey mapping, and technical implementation.

- Defined EMR product direction from discovery through validation by mapping provider workflows, identifying system gaps, and shaping a clear experience vision and value proposition.
- Built interactive prototypes to translate complex system concepts into tangible experiences, enabling executive alignment and accelerating product decision-making.
- Conducted research with clinicians and staff to ground solutions in real-world workflows, ensuring feasibility, usability, and alignment with operational constraints.

Experience Design & Innovation Manager - McDonald's

Chicago, IL, June 2016 - September 2019

Transformed customer journeys across digital and in-restaurant experiences, establishing the foundation for mobile ordering, kiosk, web, and POS integration at global scale.

- Designed and tested experiences across mobile, kiosk, web, POS, and kitchen systems supporting 150M+ active users and 20B+ in digital sales.
- Helped define mobile ordering and loyalty journeys that increased engagement and repeat usage behavior.
- Integrated digital experiences into restaurant operations across thousands of global locations, ensuring feasibility and adoption.

EDUCATION

Illinois Institute of Technology: Master of Design, Graduated

University of Minnesota: Bachelor of Science in Architecture, Graduated

CAPABILITIES

Customer Journey Mapping • Service Design • Experience Strategy • Research & Insight Synthesis • Data-Driven Storytelling • Workshop Facilitation • Product Strategy • Systems Thinking

SOFTWARE

- Journey Mapping Tools: Figma, Miro
- Research Platforms: Qualtrics, DScout, Dovetail, UserTesting
- AI Tools: ChatGPT, Claude, Gemini (Synthesis, Generation & Automation)