

Carla Voorhees

business + design + strategy

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I am an analytical thinker, operations nut, designer, and strategist who aims to make the world a better place through user centered design, sustainable choices, and strategic vision.

experience:

Anerian, LLC: Washington, DC | November 2009-February 2010

Consulting Intern

- Assisted with the development of consulting models and frameworks in the fields of Service Innovation, Sustainability and Social Entrepreneurship
- Created graphics for client presentations, using Adobe Illustrator and Microsoft Powerpoint
- Planned a seminar on Service Innovation, including website, marketing materials, online registration and budgetary considerations

**U.S. Agency for International Development,
Bureau for Legislative and Public Affairs: Washington, DC** | Summer 2009

Legislative and Public Affairs Intern

- Developed internal and external communications while working closely with the Design Director and colleagues the agency's Strategic Communications Group with representatives from all bureaus.
- Projects included an Agency Protocol Manual, a world map of USAID missions, an HTML e-mail to recruit staff for Afghanistan, and assisted with an overhaul of the bureau's intranet site.

TRAFFIQ, Inc.: Vienna, VA | 2007-2008

Product Manager (non-title basis) / Designer / HTML Developer

- Performed the duties of a Product Manager starting in January 2008.
- Developed new feature sets for an online advertising RFP service based on competitive analysis and customer feedback.
- Worked collaboratively to document requirements for the software development team.
- Interacted with an off-shore development team using the Agile development method.
- Coded web pages and created graphics for a proprietary web application, using input from team members, management and users.

Other work experience available upon request

selected projects:

The Thread Union: Kinkos for Clothing

An on-demand clothing production facility, focused on ethically producing slow fashion. Initially conceived as an incubator for small and independent fashion designers, The Thread Union's business model fluctuated before finally settling on the intersection between the present and future in fashion. Financial analysis and pro-forma P&L statements guided decision making on business activities and ultimately shaped the final business model.

Leap... Imagination in Learning: Not-for-profit Board Model Analysis

Leap... Imagination in Learning is an educational not-for-profit based in San Francisco. Working with their board and additional resources, a business model representation was created and analysis of their board structure undertaken. Final deliverable included recommendations on future board recruitment, and an online toolkit covering topics related to their operations and mission.

education:

California College of the Arts: San Francisco, CA

2008-2010

MBA in Design Strategy

Rensselaer Polytechnic Institute: Troy, NY

2003-2007

B.S. Electronic Media, Arts and Communication

Minor: Community & Health Psychology

Certificate: Visual Communication Design

Corvinus University: Budapest, Hungary

Summer 2006

Study Abroad Program—American Institute for

Foreign Study

Relevant Course: International Marketing

Charles University: Prague, Czech Republic

Spring 2005

Study Abroad Program—American Institute for

Foreign Study

Relevant Course: European Art & Architecture

skills:

Product/Program Development:

Competitive analysis,
Financial analysis,
Forecasting,
Market research,
Prototyping,
Information architecture

Management:

Leadership,
Delegation,
Planning,
Organization,
Coaching

Software:

Photoshop,
Illustrator,
InDesign,
Dreamweaver,
Microsoft Office Suite

Systems:

Windows,
Mac OS X