

# MARIKA SHIOIRI - CLARK

## 1 Summary

Passionate design strategist, design researcher, and urban entrepreneur with over 10 years of experience across 15 countries. Has directly led dozens of design strategy teams, overseen 50-person real estate project teams, keynoted 400-person events, and facilitated 75-person workshops.

A lifelong learner obsessed with using design to build resilient and creative communities and support thriving families. Looking for opportunities to work with talented teams, build new skill sets, and tackle projects that benefit the public good.

## 2 Design Strategy + Research Experience

### SOSHL Studio 2012 - present

Founder of a design consulting studio working across design strategy, research, and brand. Anchor client IDEO.org (10-year ongoing work); long-term collaborations with Nike Foundation and International Rescue Committee's Design & Innovation Lab.

Selected Work:

- **Centers for Disease Control + IDEO.org** - project lead; communications campaign encouraging immigrant young people in the US to get the COVID-19 vaccine.
- **Bezos Foundation + IDEO.org/IRC** - project lead; multiphase research and strategy for early learning platform for US parents; launched as Vroom in 2012, adapted for Syrian refugee families 2017.
  - Over 1 million families served through the Vroom app and partner network
- **Nike Foundation Ethiopia/Nigeria** - project lead; 2+ years of design work expanding the Yegna girls empowerment brand platform and guiding Nigerian design pilots in challenging environments.
  - 10 million weekly viewers of Yegna TV show (~50% of Ethiopian teen population)
  - Yegna viewers are twice as likely to understand baseline health facts
- **Unilever/WSUP + IDEO.org** - design lead, multi-engagement brand, design strategy, and service design for sanitation social business in Ghana.
  - Over 3,200 toilets installed in Kumasi, Ghana as part of robust subscription service

### IDEO.org Design Fellowship 2011 - 2012

Fellow for inaugural global design fellowship class; 4-person non-IDEO cohort chosen from over 400 applications

## 3 Built Environment Experience

### GRAMMAR Design + Development 2012 - present

Developer, architectural concept design, interior design, and creative placemaking for 8 mixed-use housing projects in Cleveland's urban core - both historic gut renovations and new construction. Ongoing interfacing with City Hall & city stakeholders. Projects total over \$200 million of investment.

Selected Work:

- **Bridgeworks** - \$100 million 16-story new construction tower comprising mixed-income housing, hotel, restaurant, retail, and expansive public space. Groundbreaking Q3 2023.
- **Creative Hangars** - 7-structure quonset hut collective around a central gathering space to house a business incubator and bar for local creative entrepreneurs. Completed Fall 2022.
- **Ohio City Firehouse** - Historic renovation of long-vacant 3-pole firehouse built in 1854 into cafe, residence, and design studio offices.

### MASS Design Group 2006 - 2011

Co-Founder and Managing Director of a nonprofit architecture firm focused on high-impact projects in the global south.

Selected Work:

- **Butaro District Hospital** - concept design, project management, and construction administration for ground-up project serving a population of 400,000 in Northern Rwanda with Partners In Health & Ministry of Health. Opened Spring 2011.

## 4 Creative Placemaking Experience

Relentlessly interested in how to make experiences with space into opportunities to build *place*, at the level of the individual and the community.

Sample projects:

- **Creative Fusion Mural Works (2017)** - led concept, fundraising, and management of 6 organization collective, hosting 6 international artists and 7 local artists to create 11 large-scale murals.
- **Living Wall (2015 - present)** - led design, plant selection, fundraising and installation for 40'x40' outdoor living wall that collects rooftop stormwater and internally irrigates using a recirculating system.

# MARIKA SHIOIRI-CLARK

## 5 Education

### Harvard Graduate School of Design

Masters of Architecture I  
Cambridge, MA, graduated 2011

*Additional coursework on entrepreneurship:  
Harvard Business School, Harvard Kennedy School*

### Brown University

Bachelor of Arts in Urban Studies  
Providence, RI, graduated 2005

*Additional coursework on sustainability:  
Rhode Island School of Design*

## 6 Skills + Areas of Expertise

### SOFT SKILLS

- Extensive experience with **design and market research**, both qualitative and quantitative:
  - one-on-one interviews & focus groups
  - shadowing/shopalongs
  - remote interviewing + D.Scout
  - sacrificial concepts, storyboarding, card sorting, diary studies
  - surveys, A/B testing, intercepts
  - Survey Monkey, TypeForm, Qualtrics
  - Interviews using interpreters
  - Analogous research, extreme users
- Deep experience with **synthesis & data analysis**
- **Skilled writer** with obsessive attention to detail
- Conversant in **behavioral science** concepts, and collaborated with Behavioral Insights Team (the UK's "nudge unit") on quantitative messaging testing through SMS.
- Extensive experience with client **presentations**, public speaking, workshops, concept pitching.
- Interested in **trend forecasting** and futurism, and trends in design, fashion, and culture.
- Collaborative, enthusiastic **team-player**

### HARD SKILLS

- Highly proficient in Adobe Photoshop, Illustrator, InDesign, Google Slides, Keynote, Powerpoint
- Knowledgeable in Figma, Marvel, Miro, Sketch
- Proficient in AutoCAD, SketchUp, Rhino
- Some experience with Webflow, Squarespace, Cargo Collective, Wix, ReadyMag, Qualtrics, AdobeXD, InVision

## 7 Recognition + Activities

### RECOGNITION

**Crain's Business Women of Note** -2022 honoree  
**Public Interest Design 100** -2014 honoree  
**AOL Makers Women series** -2012 honoree/interviewee  
**Next American City Vanguard** -2012 fellow  
**Aspen Institute Ideas Scholarship** -2009 scholar

### SPEAKING

**Healthcare Facility Design National Conference**  
2017 *Keynote Speaker* - Austin, TX  
**UMichigan Design + Business Conference**  
2016 *Keynote Speaker* - Ann Arbor, MI  
**Chicago Architecture Biennial**  
2015 *Panelist* - Chicago, IL  
**Storefront for Art & Architecture**  
2015 *Public Lecture* - New York, NY  
**Nike Foundation Girl Effect University**  
2014 *Speaker and workshop leader* - Abuja, Nigeria  
**TEDxStellenbosch**  
2011 *Talk: "Empathic Design"* - Stellenbosch, South Africa

### WRITING

**Airbel Impact Lab Medium:** "7 Design Principles for using technology to reach Syrian refugees," 2017  
**Los Angeles Times:** "How Phantom Flushing Wastes Water, and How to Fix It," 2015  
**Early Childhood Matters Journal:** "Human Centered Design and the Need for New Ideas," 2014  
**CNN:** "We Need Women Designing Buildings," 2013

### BOARDS

**Cleveland City Planning Commission** - Commissioner  
**Assembly for the Arts** - Board Executive Committee  
**Intermuseum Conservation Association** - Board VP

## 8 Personal

### Sewing + Fashion Design

*Industrial Sewing Certificate* 2022  
*Central St. Martins London, Fashion Design Intensive* 2019

### Screenwriting

*Multiyear Sundance Collab course participant*  
*Sundance Screenwriters Lab semifinalist* 2016

### Visual Design

*General Assembly Visual Design Certificate* 2021

### Travel

*Travel to 48 countries*  
*Dual Citizen USA/Japan*