

JUSTINE BASSETT

STRATEGY | PROGRAMS | CUSTOMER EXPERIENCE | TECHNOLOGY

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Senior program leader with a career spanning technology, healthcare, education, financial services, and consumer businesses. Demonstrated ability to make complex problems coherent, align people around a way forward, and turn ideas into action. Technologically fluent and highly adaptive, with a track record of learning new technologies quickly and translating them into practical solutions—from enterprise systems and databases through digital products, UX/UI, and generative AI.

PRINCIPAL

2023 - present

We Design Futures (Portland, ME)

- Founded and lead a strategic innovation consultancy; created FutureSprint™, a proprietary strategy methodology delivered to banking, real estate, wellness, and CEO peer-group clients.
- Led strategic planning for a billion-dollar Maine bank, combining employee research, scenario planning, and leadership facilitation to create a strategic plan used by executives and the Board to guide organizational priorities.
- Led a strategic growth and organizational design engagement for a data services firm, including a company-wide assessment rollout that teams credited with improved delegation and stronger team cohesion.

DIRECTOR, INNOVATION

2020 - 2023

University of New England (Portland, ME)

Promoted from Director of Makerspace

- Founded the university's first Office of Innovation, expanding an initial makerspace leadership role into a university-wide innovation function serving students, faculty, leadership, and external partners.
- Created and launched the Shaw Innovation Fellows, attracting 83 applicants in its first year and helping grow annual donor support fivefold.
- Developed signature programs including the Healthcare Story Slam and Innovation Showcase, and delivered innovation and design-thinking programs across disciplines.
- Named a 2022 Mainer of the Year by *Maine Magazine* for innovation leadership.

CHIEF PROGRAM OFFICER

2018 - 2020

KID Museum (Bethesda, MD)

Promoted from Director of Visitor Experience

- Led strategy and delivery for programs serving ~55,000 visitors annually, with responsibility for a 12-person team, budget, program design, and assessment.
- Increased after-school enrollment 50%.
- Led a 5,000-square-foot immersive experience for a festival attracting ~10,000 people, from concept through fabrication and installation.

EXPERIENCE DESIGN CONSULTANT

2015 - 2018

Smithsonian National Museum of Natural History (Washington, DC)

- Redesigned the development process for Q&A visitor experiences, introducing rapid prototyping, visitor testing, clear measures of success, and a more collaborative way of working across scientists, educators, and exhibit teams.
- Led the redesign of self-guided experiences across multiple science disciplines, increasing visitor engagement 300% while significantly reducing development time.
- Led development of an epidemiology experience that became the model for a digital interactive and was later adopted by museums worldwide through the Smithsonian's traveling Outbreak exhibition.
- Developed tools and trained staff in the new approach; co-designed and taught a Harvard Extension School course and presented the work at the American Alliance of Museums annual conference.

DIRECTOR, MARKETING

2011 - 2013

FashionPlaytes.com (Beverly, MA)

Promoted from Project Manager

- Identified a critical customer-engagement gap through data analysis and developed a new digital strategy that generated 75K+ customer interactions in its first six months and became a new strategic direction for the company.
- Led UI/UX and cross-functional Agile development as the new strategy scaled, helping drive 500% sales growth and growth to 1M+ registered users; managed a \$500K budget and three-person team.

OWNER / DESIGNER

2003 - 2007

The Bees Knees Design (Salem, MA)

- Founded and grew a children's design business, turning firsthand insights into how children play and learn into original products, environments, and interactive installations for homes, schools, museums, and healthcare settings.
- Designed work featured in Pottery Barn Kids catalogs and stores and national magazines; clients included Boston Children's Hospital and area museums and schools, where I designed and built custom exhibits and learning environments.

EARLIER TECHNOLOGY & BUSINESS EXPERIENCE

IDEA INTEGRATION / MODIS | Project Manager

- Took over a troubled technology engagement, rebuilt client trust, helped win a \$500K contract, and led integration teams across three U.S. cities.

IRIDIUM / MOTOROLA | Manager, Business Development

- Supported the international launch of Motorola's satellite communications venture and developed an information system adopted across 11 global gateways.

MCI COMMUNICATIONS / Verizon | Development Manager

- Coordinated development of a unified billing platform and led resolution of a major production failure; received company performance awards including Circle of Excellence.

BATH IRON WORKS | Project Engineer

- Developed a relational database to manage naval ship-design changes and worked with shipyard partners in Taiwan on technology transfer, training, and process improvement.

EDUCATION & PROFESSIONAL DEVELOPMENT

Georgetown University — M.S., Foreign Service | Full-tuition merit scholarship | Honors in International Business

Wellesley College — BA, Political Science | Phi Beta Kappa | magna cum laude

Upright Education — UI/UX Design Bootcamp

Independent capstone: designed and prototyped a microlearning app for a nursing education team at MaineHealth; leadership credited the work with sparking a lasting culture of innovation in the department.

IDEO University — Design Thinking

TECHNOLOGY & METHODS

Generative AI • Figma • Miro • Asana • Agile • UI/UX • Design Thinking • Systems Thinking • Foresight