## Anthropology makes brand experiences more human

As a 'Brand Anthropologist' I help organizations gain a more holistic understanding of the lives, values, and perspectives of the people they serve, to create more meaningful and relevant products, services, and experiences

## I use Anthropology to...

Illuminate customer, patient, and user journeys to improve brand experiences


Patient Journey Mapping
The project: understanding how patients navigate chronic conditions, and how to better support their complex needs

Discover what people value, to align brands with what their audiences actually need


Audience \& Need State Research
The project: investigating how blood banks can engage the next generation of donors

Test everything!
(To avoid missing the mark)


The project: validating what customers prefer from an in-store experience, and why

Why a master's degree in Applied Anthropology?

It's my job to design, conduct, analyze, and interpret research. My master's degree in Anthropology provided the methodological skill set, as well as the mindset and passion for exploring peoples and cultures.

- Interviewing
- Ethnography
- Life histories
- Proxemics



## Any brand, any industry

In my current job, I work primarily with health care and non-profit orgs, but over my career, I've worked with brands in nearly every industry... any brand can benefit from research done by an Anthropologist!


