

ALEXA CHOMAT

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LINKEDIN

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MERGING THE WORLDS OF CREATIVITY
AND STRATEGY IN ORDER TO BRING
MEANINGFUL IDEAS TO LIFE.

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EDUCATION

UNIVERSITY OF PENNSYLVANIA

MS INTEGRATED PRODUCT DESIGN JUN 2022-MAY 2024

Specialized in design thinking and innovation through multidisciplinary program at intersection of Wharton School, Weitzman Design, and School of Engineering.

- 4.0 GPA; Graduated top of class
- Co-President of Integrated Product Design Council
- Received Outstanding Academic Award for achieving top performance in program

IVEY BUSINESS SCHOOL; WESTERN UNIVERSITY

BA BUSINESS ADMINISTRATION 2015-2018

BA MEDIA, INFORMATION & TECHNOCULTURE 2013-2018

- 3.7 GPA; Honors with Distinction; Western Scholar
- Received faculty-nominated UWOFA Scholarship & Richard Ivey Excellence Award
- One of 37 students in country selected as UWO National Scholar; \$30,000 Faculty Entrance Scholarship

SKILLS

- **PRODUCT MANAGEMENT:** Data analysis, product roadmapping, KPI development, financial modeling, client management
- **DESIGN THINKING:** User research, problem framing, rapid ideation, prototype development, iterative testing, storytelling
- **SOFTWARE:** Figma, Adobe, Rhino, Fusion 360, Keyshot, Stable Diffusion, 3D printing, Arduino, GitHub, Google Analytics
- **PROGRAMMING:** HTML, CSS, JavaScript, Python, Java, C++
- **LANGUAGES:** Native in English; conversational in Korean and French
- **INTERESTS:** Telling stories, experiencing new cultures (32 countries and counting), dystopian sci fi, curating music playlists

EXPERIENCE

PENN MEDICINE

DESIGN & INNOVATION CONSULTANT FEB 2023-PRESENT

Led human-centered design process to develop new healthcare innovation to ensure patient safety during surgeries; designed automatic release mechanism for tourniquets, protecting limbs from blood restriction, necrosis, and unnecessary amputation.

- Conducted in-depth stakeholder research with 20+ clinicians; analyzed user journeys through OR observations and interviews, identifying \$3.5B opportunity for low-cost product design that automates high-risk processes during surgery.
- Managed cross-functional team of industrial designers and mechanical engineers through 9 iterative development sprints; led product development team to build functional prototype and secure provisional patent for new product innovation.
- Co-founded startup as part of Wharton Venture Lab Incubator program; pitched partnership deals between company and top medical distributors in the US, with projected 81% profit margin and \$400K+ annual malpractice cost savings per hospital.

CARAVAN DIGITAL STUDIOS

PRODUCT MANAGER, IDEATION APR 2020-JUN 2022

Built celebrity-founded DTC startups as part of innovation studio owned by Creative Artists Agency (CAA); launched companies include Hanx 101 with Tom Hanks, fit52 with Carrie Underwood, and Yummers with JVN & Antoni Porowski.

- Analyzed technology and market trends to identify whitespace opportunities for DTC products; pitched 15+ ownership and go-to-market deals with VC investors and A-list celebrity partners including Lady Gaga, SZA, Becky G, and Kehlani.
- Led 200+ user interviews and testing for ventures in the ideation stage; leveraged user insights to strategize concepts for new physical and digital products across industries including health, finance, home goods, and pet care.
- Defined product requirements and UI/UX designs to communicate key features; led cross-functional team of designers and software engineers through design thinking and development sprints to drive product ideation, prototyping, and user testing.

PRODUCT MANAGER, ORA SEP 2018-APR 2020

Led product development and go-to-market strategy for digital wellness brand; brought iOS mobile app to beta testing stage, with \$18M+ annual revenue projected post-launch.

- Managed \$1M funding and 26 employees across US, Canada, and India; facilitated collaboration across cross-functional teams, including software engineers, UI/UX designers, content creators, and go-to-market strategists.
- Developed user experience and interface mapping, drawing insights from market research and primary field interviews to understand target customer motivations; designed core feature set for MVP that fulfills user needs, providing unique value proposition while remaining within \$300K development budget.

PROJECTS

<CLICK TO EXPLORE>



TOURNITECH

PROVIDING PRECISION
IN MEDICAL CARE



ORA

MERGING TECHNOLOGY
WITH SPIRITUALITY



YUMMERS

TRANSFORMING PET FOOD
INTO A BONDING EXPERIENCE

TOURNITECH

PROVIDING PRECISION
IN MEDICAL CARE

Clinical research and product development in
collaboration with Penn Medicine.

ROLE

Innovation Consultant



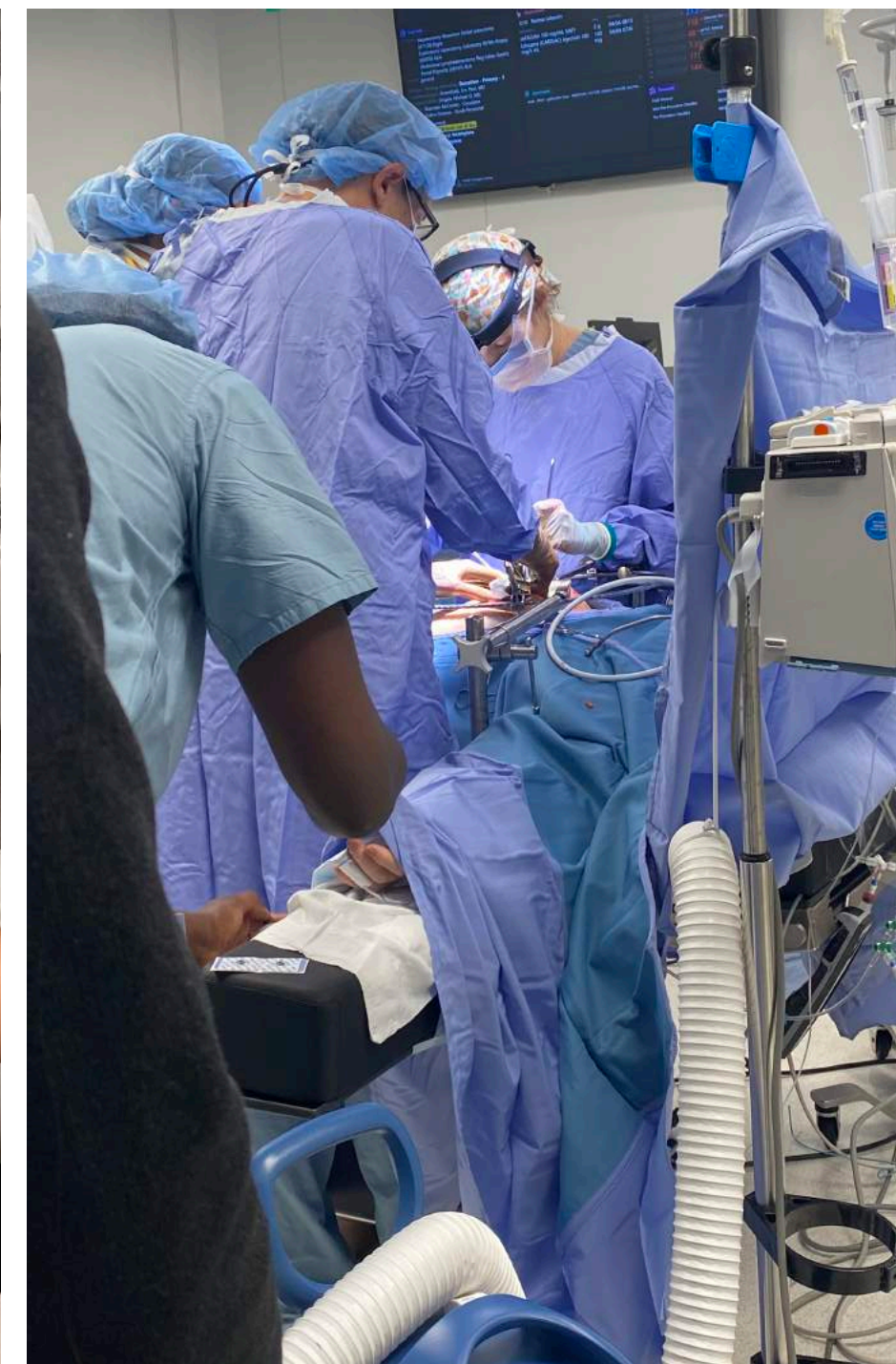
OPPORTUNITY

How might we help prevent cases of tourniquets forgotten on patients during surgery?

There are 350M+ IVs placed with tourniquets every year in the US. Of these applications, 83,000 will result in a tourniquet-related nerve injury.

Each time a patient is put under anesthesia for surgery, a tourniquet is wrapped around a limb to assist the IV application process. In an ideal use case, these are applied and removed within 1-2 minutes—but if forgotten, the patient will suffer from blood flow restriction throughout their entire surgery, up to 20 hours.

This negligence can lead to life-threatening risks such as necrosis, ischemia, and amputation of a previously healthy limb.



INSIGHTS

Nearly every clinician we spoke to had a personal story about forgetting a tourniquet on a patient.

We began investigating the source of this issue by shadowing clinicians at Penn Medicine. Through 30+ interviews and surgical observations, we quickly realized that the scope of the problem far exceeded the safety reports we were initially asked to resolve.

With severe time pressures, alarm fatigue, and unreliable mental checklists, the chaotic nature of the OR environment makes human error an inevitability.

With these insights in mind, we began to wonder how we could design a safeguard to protect clinicians when they forget.

“Forgetting to remove a tourniquet is my worst nightmare.”

- Anesthesia Resident

“We have to rely on our own methods to tell if a tourniquet's on, like checking if the IV bag is still dripping properly. But that **leaves a lot of room for errors.**”

- CRNA

“It’s always when you’re being **rushed or nervous**, that’s when it happens...I promise you, 100% of the time it’s **under duress.**”

- Anesthesia Resident

“I’ve forgotten about a tourniquet before. It’s hard to say how often it happens because **I feel like it doesn’t get reported.**”

- Nurse

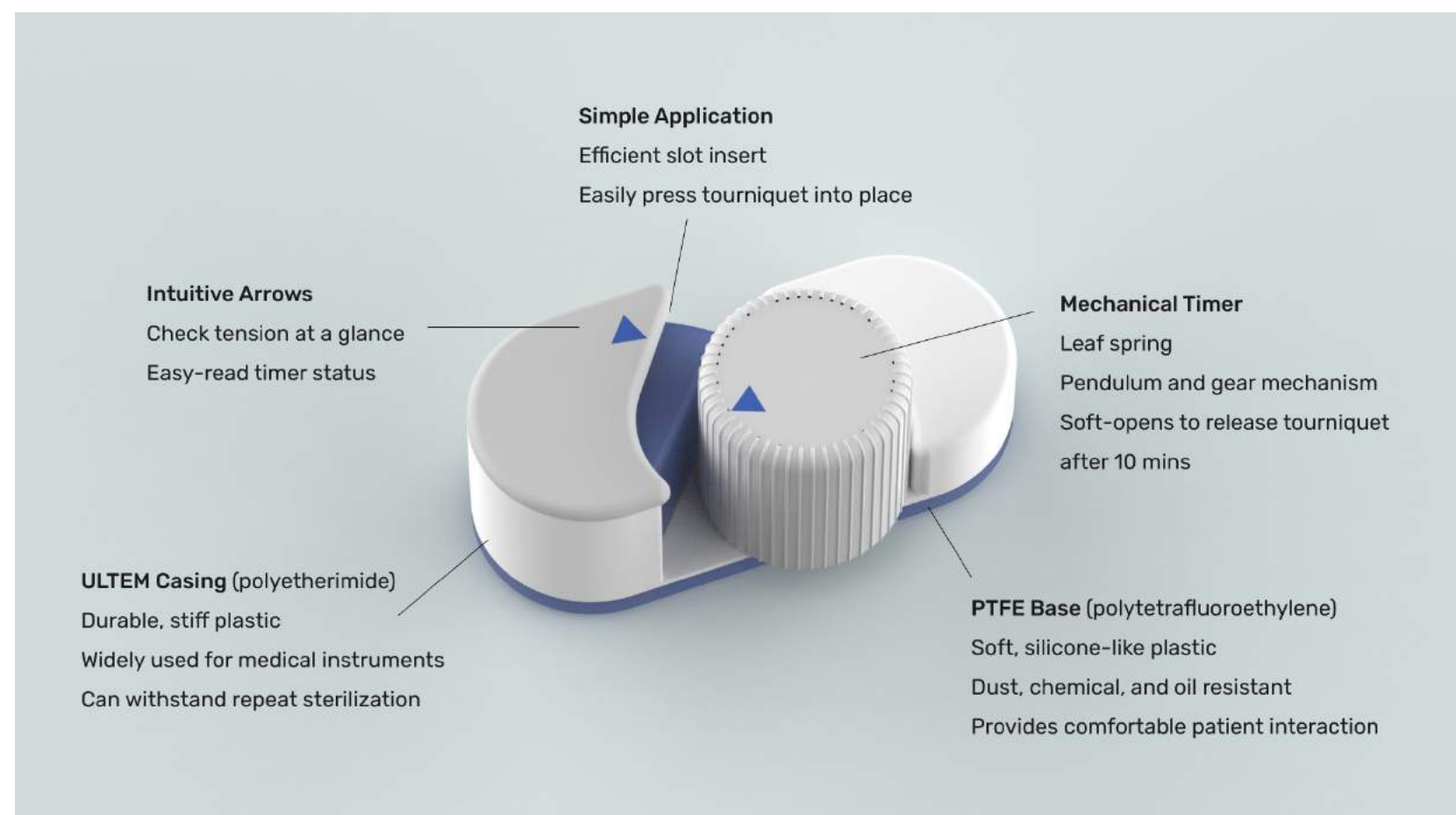
SOLUTION

A medical safety device that auto-releases tourniquets, protecting patient limbs during surgery.

Our device transforms the way tourniquets are applied. Clinicians can simply apply the tourniquet and walk away—after 10 minutes, the mechanism softly auto-releases the tourniquet to ensure patient safety.

Every feature is thoughtfully designed to ensure that the device is intuitive for clinicians, cost-effective for hospitals, and comfortable for patients.

We are currently securing a provisional patent for clinical trials in partnership with Penn Medicine.





ORA

MERGING TECHNOLOGY
WITH SPIRITUALITY

Developing new age wellness mobile app in partnership with celebrity clients at Creative Artists Agency (CAA).

ROLE

Product Manager

OPPORTUNITY

With Millennials and Gen Z turning to astrology for guidance, how might we leverage tech to tap into a world of spiritual wonder?



Mood-Minded Millennials

When we interviewed members within our target demographic, we discovered that the common link between them was they all turned to astrology in times of stress to bring them comfort, reassurance, and connection.

5.5 Stress Level

Compared to a healthy level of 3.7, Millennials report the highest stress of any generation.

100x Phone Check-Ins

Millennials check their phones at least 100x per day.

\$295 Self-Care Spend

Millennials invest in self-care, spending twice as much as Baby Boomers per month.

Sources: American Psychological Association, USA Today, NPR



With the rising popularity of horoscope blogs, to zodiac-themed product drops, to curated Spotify playlists based on your sign, it's impossible to ignore that astrology has re-entered mainstream consciousness.

Curious to explore why this ancient practice was trending in our hyper-digital age, my team dove into market research and interviewed 60+ astrology enthusiasts to reveal their primary motivations.

INSIGHTS

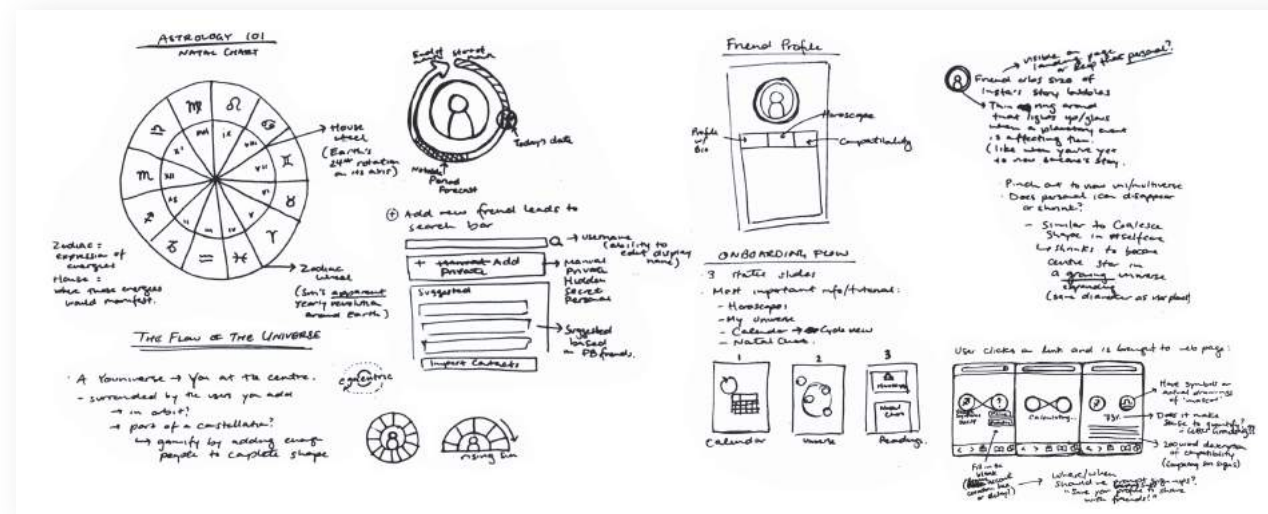
Millennials and Gen Z are turning towards spirituality to combat overwhelming levels of anxiety and isolation.

As anxiety levels spike across the younger generations, many are beginning to lean on astrology for a sense of purpose, comfort, and connection to a community.

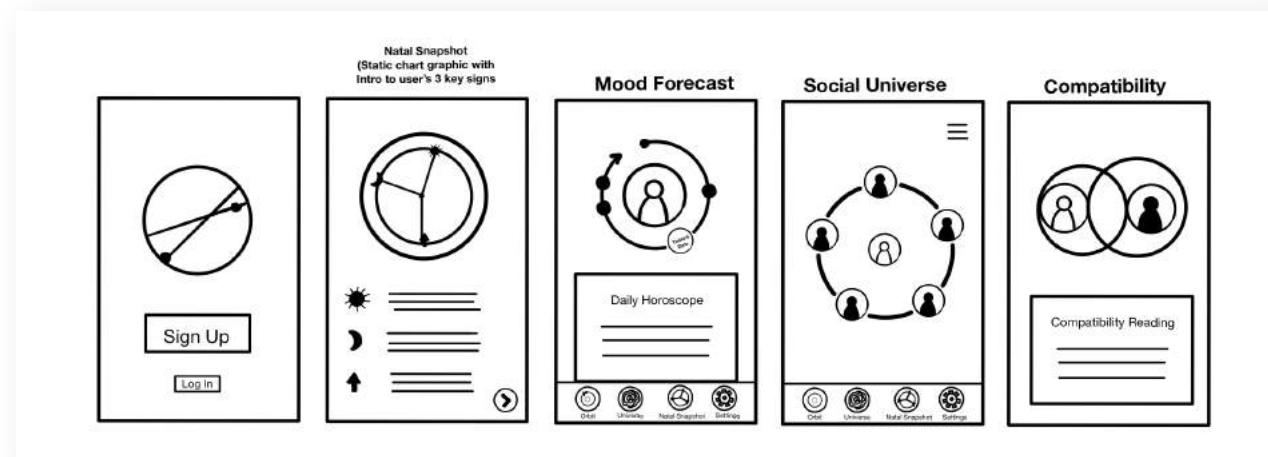
Realizing the opportunity for a mobile app centred around “cosmic wellness,” I presented the concept to the CAA investment board and secured \$1M in funding to launch the product.

Managing a global team of 26 people—including software engineers, UI/UX designers, marketing strategists, and professional astrologers—I began development to bring the idea to life.

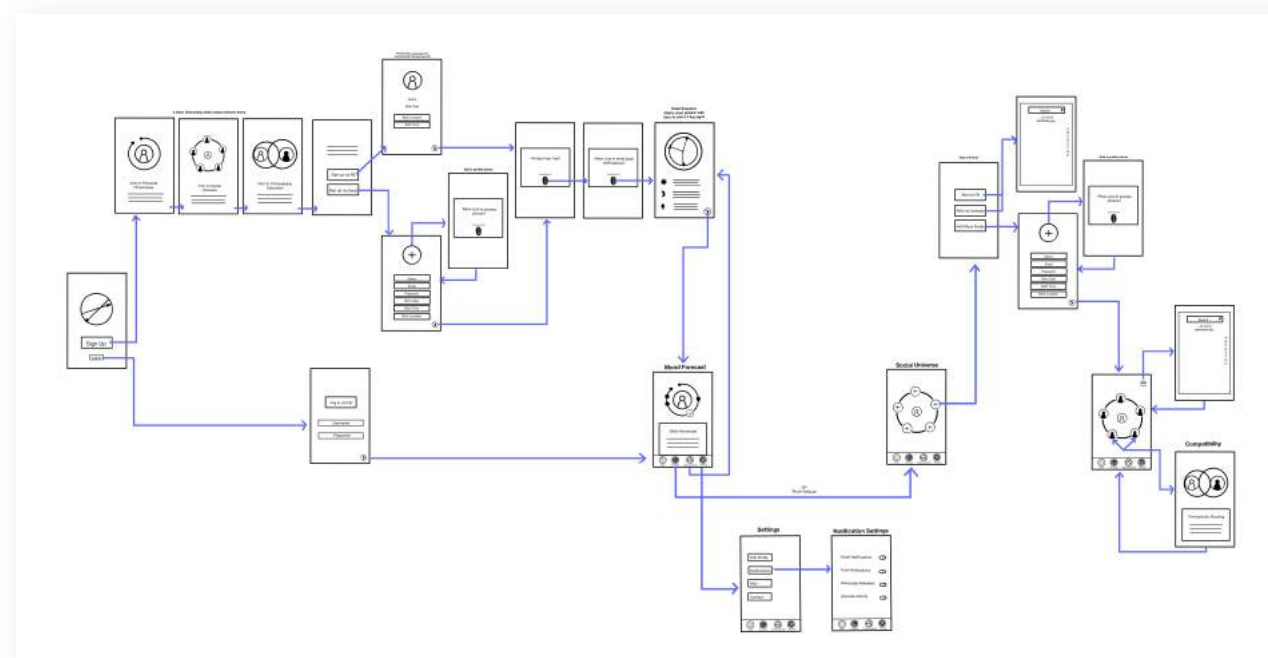
CONCEPT SKETCHES



MVP FEATURES



UX MAPPING



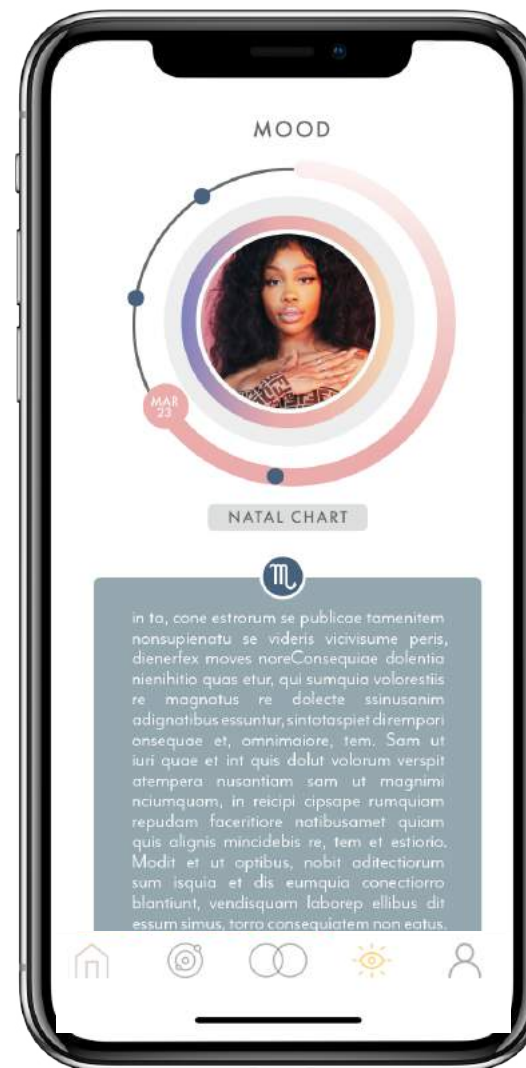
SOLUTION

A digital app that delivers cosmic wellness as a tool for self-care and social connection.

After countless iterations and testing with 250+ beta users, we created Ora—a cosmic wellness platform designed to offer astrological guidance as a form of self-care and social connection.

Through our connection with CAA, I forged partnerships with celebrity clients including Lady Gaga, Winnie Harlow, and SZA to capture a highly-engaged fan base upon launch.

After a successful beta launch, Ora's official release was cancelled during the uncertainty of the pandemic in 2020.



MOODSCOPES

Practice self-reflection with in-depth horoscopes and a colour-changing mood ring designed to predict your emotional forecast.

SOCIAL UNIVERSE

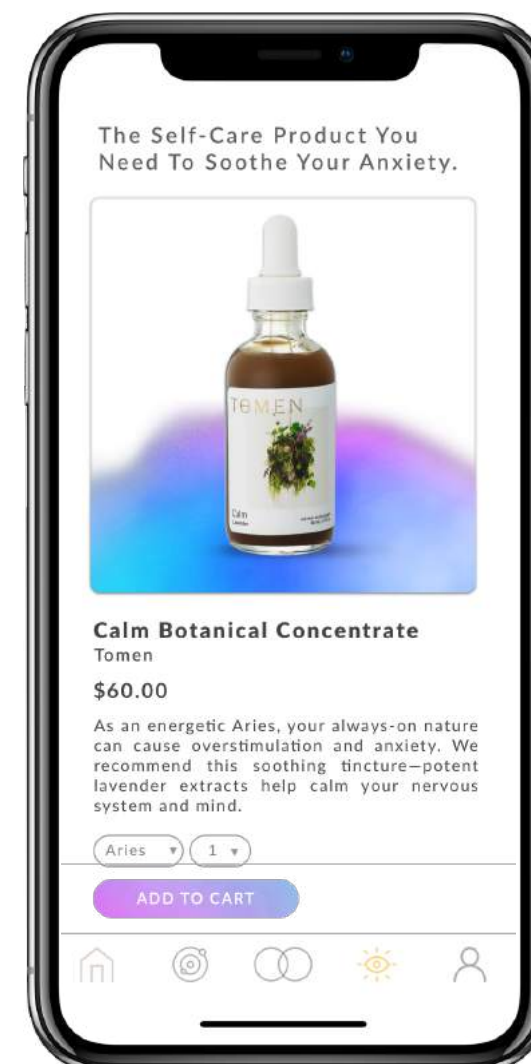
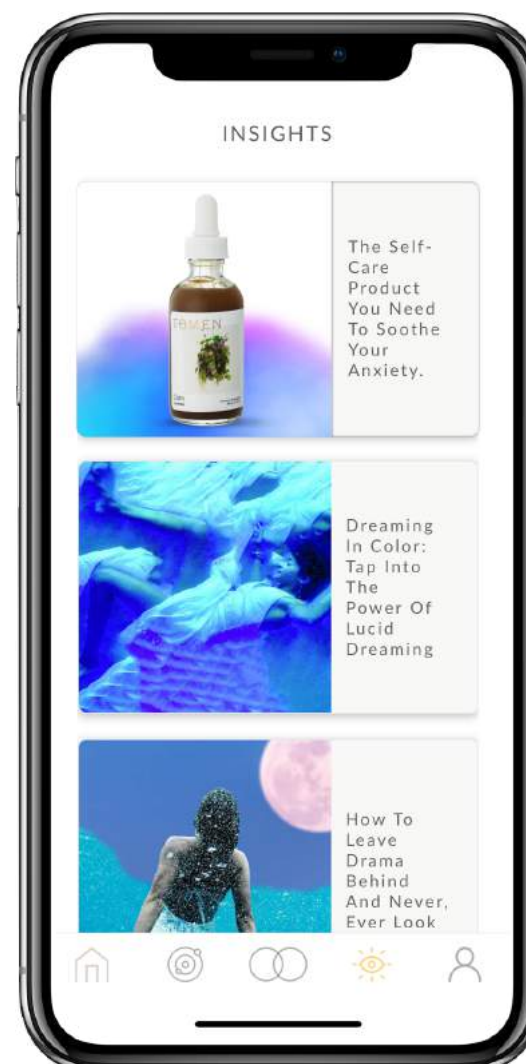
Add friends to follow their personal journeys and check in during key moments highlighted throughout your support system.

INSIGHTS

Access a personalized feed of learning guides and tools, thoughtfully curated by wellness experts.

E-COMMERCE

Discover and purchase self-care products customized for your zodiac.



YUMMERS

TRANSFORMING PET FOOD
INTO A BONDING EXPERIENCE

Developing customizable pet food in partnership
with Antoni Porowski & Jonathan Van Ness of
Netflix's *Queer Eye*.

ROLE

Product Manager





OPPORTUNITY

With owners now viewing their pets as part of the family, how might we help enhance the human-pet bond?

The relationship between humans and their pets has shifted drastically over the past few generations. Millennial and Gen Z Pet Parents now treat their “fur babies” as if they are true members of the family.

Antoni and JVN of Netflix’s *Queer Eye* epitomize the spirit of this involved Pet Parent persona. Obsessed with finding new ways to improve their pets’ quality of life, they approached us with a zeal to celebrate Pet Parents “doing too much” for their pets.

INSIGHTS

Pet Parents express love for their pets through increased investment and involvement in food preparation.

With this mission in mind, we gathered 50+ Pet Parents and began to explore opportunities to innovate in the pet space. Through these user interviews, we discovered that Pet Parents viewed food preparation not only as a necessity, but as an act of love.

Leading the brand's product development, I managed a team of designers and premium pet food manufacturers in order to craft a line of gourmet pet meal mix-ins centred around the concept of supplementary feeding.

"I always add something on top of my dogs' food. Most kibble from the grocery store doesn't seem like it actually holds nutrients. And they get bored if I just feed them the same thing everyday."

- Isabella (Ghost, Io)

"I want my cats to live forever. Every decision I make with food is to help them stay healthy for as long as possible."

So I feel much better about feeding them natural formulas rather than factory food."

- Grace (Stevie, Jackson)



SOLUTION

Customized pet food boosters that transform mealtimes into an everyday bonding experience.

Backed by a team of veterinarians and pet nutritionists, we launched Yummers—a pet health brand designed to meet specific nutritional needs, provide texture variety, and enhance flavour profiles for fur babies.

With nutrition boosters that can be combined to target key health areas, Yummers mix-ins invite Pet Parents to become involved in the meal preparation experience.



PACKAGING DESIGN

TALENT MARKETING

PRODUCT DEVELOPMENT

THANK YOU

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