

SUMMARY

Experienced design strategy and innovation leader skilled in guiding teams through human-centered design methods to identify white space for new business opportunities, engaging experiences and new business models

WORK EXPERIENCE **Beyond Design**

Director of Design Research & Strategy, March 2018 to Present, www.beyonddesignchicago.com, Chicago, IL

Direct and lead design research and strategy function for front-end concept development, along with concept validation studies through every iteration of design innovation projects

- Leading ethnographic study around electric multifunctional pressure cookers to inform design strategy for next generation cooking appliance
- Manage UI/UX project developing new user experience for industrial printing client including validation research, wireframe creation and graphical user interface development
- Elevating presence of Beyond Design research and strategy practice within the design community through active participation in speaking events and hands-on design thinking workshops

Grainger

Innovation Strategy Manager, July 2015 to February 2018, www.grainger.com, Chicago, IL

Guide internal multidisciplinary teams in insight generation and development of disruptive business concepts from idea to prototype testing stage through an iterative design innovation process

- Organized development of *Grainger's Innovation Lab*, established as an incubator space to facilitate co-creation with customers and discussions with internal stakeholders to align on strategic direction
- Led exploratory research with some of Grainger's largest customers to identify breakdowns in the customer journey and opportunities for designing breakthrough solutions
- Led and mentored team of engineers in design research methods to identify unmet needs through empathic design
- Perform trend analysis on developing technologies, emerging behaviors and evolving expectations to spot patterns leading to potential opportunity spaces for Grainger

User Experience Planner, September 2014 to July 2015, www.grainger.com, Chicago, IL

Strategy and planning lead bringing design thinking methods to new innovation team focused on the Internet of Things

- Helped define the functional role of user experience planning in the context of Grainger's broader user experience team

User Experience Researcher, July 2014 to September 2014, www.grainger.com, Chicago, IL

Led user and design research for concept development of new business opportunities focused on inventory management, safety solutions and digital interactions

- Drove design, analysis and synthesis of research to help set innovation strategies around IoT and connected devices providing solutions for industrial customer pain points

Freelance

Design Research & Strategy Professional, 2014, Chicago, IL

Freelance design research and strategy professional for Egg Strategy and Philips+Co consulting firms

- Led mobile ethnography study uncovering consumer insights around product performance and brand equity for CPG company

Doblin, Inc. (acquired by Monitor Group in 2007, then Monitor was acquired by Deloitte in 2013)

2005 to 2013, Senior Contextual Researcher / Innovation Strategist, www.doblin.com, Chicago, IL

Served as research lead focused on translating contextual and user research insights into opportunities, new product and service offerings, and innovation processes

- Member of team that created an entirely new patient experience for groundbreaking immunotherapy cancer treatment
- Generated contextual and user research insights leading to development of Ford Work Solutions™, a new platform of tools for the Ford F-150 truck, honored at the 2010 Consumer Electronics Show for the Best of Innovations – In-Vehicle Accessories
- Served on team responsible for strategy refresh of Doblin's Innovation Landscapes™ a tool for highlighting innovation intensity within industries leveraging Doblin's proprietary Ten Types of Innovation® framework
- Led development of novel proprietary trend tracking tool Doblin Lenses™ a new method for performing trend analysis to identify innovation opportunities
- Co-developed framework around the *Future of Healthcare* to help leading medical device manufacturer set long-term innovation strategy

New Paradigm Resources Group

2003-2005, Senior Research Analyst, www.nprg.com, Chicago, IL

Performed detailed market analysis on telecommunications industry using primary and secondary research methods

Doblin, Inc.

2001-2003, Senior Contextual Researcher, www.doblin.com, Chicago, IL

Served as contextual research lead on multidisciplinary client teams performing analysis and synthesis of research insights to generate new business concepts and set overall innovation strategies

- Helped create unique innovation intent strategy for global skin care brand leading to development of a new solution platform

Resource /Ammirati (acquired by IBM iX)

1999 - 2001, Intelligence Analyst, www.resource.com, Columbus, OH

Provided strategic consulting to digital clients and client teams providing opportunity assessment and brand positioning

EDUCATION

The University of Dayton

Bachelor of Arts

Major: Economics

Minor: Marketing

MEMBERSHIPS

EPIC - Ethnographic Praxis in Industry

Design for America - Summer Studio Coach at Northwestern University

PUBLICATIONS

The Ten Types of Innovation: The Discipline of Building Breakthroughs, contributor, April 2013