

## Contact

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(LinkedIn)

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(Company)

## Top Skills

Customer Insight

New Product Ideation

Strategy Development

## Languages

English

## Honors-Awards

Coleman Foundation

Entrepreneurship Faculty Fellow

Research Grant

## Publications

Framing for Innovation

The Discipline of Product Discovery:  
Identifying Breakthrough Business  
Opportunities

Design-Driven Product Line  
Management

Strategy Simulation in Design: The  
Role of Simulation in Exploring Both  
Business & Design Decisions

Six Fingers to Human Centered  
Design

## Patents

Intravenous Bag Labeling System

System and method for operating an  
infusion pump

# Matt Mayfield

Associate Dean, Academics & Administration at IIT Institute of  
Design

Chicago, Illinois

## Summary

Matt Mayfield has worked for over 25 years across the domains of industrial design, consumer research, product/service strategy, and information technology strategy for Fortune 500 companies. As a consultant, director, and educator, he has identified and shaped compelling product/service opportunities in several industries including wireless communication, medical products, housewares, consumer electronics, and air travel.

Through an emphasis on multi-disciplinary innovation, repeatable processes, and a bias towards action, Matt is passionate about making sense of market spaces and helping organizations invent and evaluate new businesses.

Matt is currently Associate Dean at Illinois Tech, Institute of Design where he teaches graduate students about the intersection of design and business. His current consulting and long-term research interests revolve around exploring the use of computing technologies for insight generation, decision making, and design thinking.

## Specialties

> Research analytics & interpretation, Consumer segmentation, New product development (NPD), Experience / Service design, Product portfolio planning & strategy, Applied contextual research, New business / Innovation strategy, Data tools for design processes

## Industries

> Retail, Telecommunications, Medical, Restaurant, Museum, Housewares, Consumer Electronics

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## Experience

IIT Institute of Design

Associate Dean, Academics & Administration

August 2017 - Present

Chicago

IIT Institute of Design

Visiting Assistant Professor

August 2010 - Present

Chicago

- > Graduate courses include Contextual research and Product/Service portfolio planning
- > Workshops in Design thinking/planning and Digital development
- > Executive education courses on Strategy framing and Market analysis & interpretation
- > Corporate sponsored research on collaboration within complex businesses

IIT Institute of Design

Assistant Dean, Academics

December 2012 - August 2017 (4 years 9 months)

Chicago

- > Manage 40+ adjunct faculty in conjunction with 12 full-time faculty for largest graduate level design program in the US
- > Develop, manage, and continually improve the curriculum for all Masters degree programs
- > Direct admissions, student academic affairs, and data management for the entire college
- > Continuing research and teaching on innovation and opportunity identification

IIT Institute of Design

Adjunct Faculty, Portfolio Planning

September 2001 - August 2010 (9 years)

Chicago

- > Graduate courses in User-centered product portfolio planning
- > Undergraduate courses in Technical drawing & visualization

Motorola Mobile Devices

8 years 10 months

Senior Director, Product Discovery, Mobile Devices

June 2005 - November 2009 (4 years 6 months)

- > Responsible for developing and managing the early product identification and definition process for the global mobile devices portfolio

- > Formed first global, multi-disciplinary team across marketing, research, and technology disciplines within the entire company
- > Identified over \$500m in disruptive product opportunities in less than 12 months

#### Director, Portfolio Planning, Mobile Devices

January 2003 - June 2005 (2 years 6 months)

- > Managed a product portfolio of roughly 20 products worth \$500m annually
- > Led a team of portfolio planners and account representatives across Korea, China, Latin America and the U.S.
- > Established early product definition process to streamline planning efforts removing 2-6 months from the annual planning cycle

#### Sr Manager, Product Planning

February 2001 - 2003 (2 years 11 months)

- > Responsible for early product ideation and definition
- > Improved product definition quality, through introducing user-centered research techniques, assisting the shift of the business to a consumer focused strategy
- > Instituted tools and methods to track innovation, value propositions, and product experience definitions

#### Insight Product Development

Director of Consumer Research

August 1999 - January 2001 (1 year 6 months)

- > Responsible for managing the consumer research group, conducting exploratory and validation research on a variety of consumer electronics products.
- > Introduced “product planning” as an offering to support emerging client needs in portfolio management

#### Doblin Group

Design Planner

May 1993 - June 1999 (6 years 2 months)

- > Responsible for project research and concept ideation
- > Developed key, internal knowledge management tools, team spaces and process documents improving research, ideation, and information management capabilities across the firm
- > Managed client projects and relationships, conceptualized products and services, and designed and executed project deliverables

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## Education

The University of Chicago

MS, Computer Science · (2009 - 2012)

IIT Institute of Design

BS Design, Industrial and Product Design · (1988 - 1991)