

Jeremy Alexis
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Highly experienced design leader, educator, and consultant with over 15 years' experience. Current areas of research and development include: increasing the success rate of design implementation through interdisciplinary collaboration, design and innovation capability and culture building in large organizations, and making user centered design more relevant for technical problems.

Illinois Institute of Technology, Chicago, IL 2006-present

- **Director, IPRO program** January 2012 – present
Direct the university's distinctive undergraduate inter-professional projects program including program structure, pedagogy, instructor guidance and recruitment, and industry partnerships to serve 800 students per semester. Work with university leadership to engage faculty members from every college in the university. The IPRO program has been cited by The Higher Learning Commission and ABET (engineering accreditation) as the University's "signature program" and commended the program for bringing "together students from different disciplines to work together on projects that are relevant to the community and society at large."
- **Director, Illinois Tech Idea shop:** January 2012 – present
Direct and oversee 30,000 square foot facility open to all IIT students, faculty and staff for purposes of promoting the value of prototyping and digital fabrication as a way of learning by doing.
- **Senior Lecturer, Institute of Design:** September 2005 – present
The Institute of Design (ID) is IIT's graduate school of design. Create and deliver course content on design process, leadership, decision-making, and design for technical innovation. Solicit and engage with industry partners to create real-world learning experiences that have the dual benefit of providing students with professional experience while helping organizations explore innovation opportunities.
- **Faculty Lead, ID Executive Education:** September 2008 – present
Develop and teach custom and open-enrollment, non-degree programs on innovation and design for leading global for-profit and not-for-profit organizations. Engage with clients to assess strategic goals and formulate appropriate content to help them build robust cultures of innovation.
- **Assistant Dean, Institute of Design:** September 2009 – January 2012
Served as academic director of the school, responsible for curriculum, assessment, and admission when the school was the top ranked graduate design school (Design Intelligence), had the largest graduate enrollment in the history of the school, and led all of Illinois Tech colleges in faculty satisfaction.

University of Notre Dame

- Adjunct Faculty, Mendoza School of Business. January 2018 – May 2018

Professional services experience:

- **Team Lead**, Gravity Tank, October 2004 – November 2005
Worked with leadership to transform GT from a regional design research firm to a global design strategy firm. Clients included Unilever, Motorola, Samsung, and Zebra Technologies.
- **Project Leader**, Doblin, Inc., Chicago, August 2000 – October 2004
Lead innovation strategy projects for clients including American Express, Citibank, Target, The Royal Mail, Whirlpool, and Steelcase.
- **Project Leader**, Archideas, Inc., Chicago, May 1999 – August 2000
Worked exclusively as a consultant for Steelcase in the advanced concepts, research and development group.

Custom executive education classes:

Developed and delivered educational content on design methods for innovation for a range of organizations including governments, large NGOs, and large companies.

2018

- Leadership Greater Chicago, Chicago
- Kresge Foundation, Detroit
- Ed Miniati, Chicago
- Hitachi Data Systems, Detroit
- FedEx, Memphis

2017

- Hitachi Data Systems, Mountain View CA
- Ford, Dearborn MI
- Bosch, Chicago IL
- FedEx, Memphis TN
- American Bar Association, Chicago IL
- Design Summer Camp (various organizations)

2016

- General Growth Partners / RTC, Chicago IL
- Hitachi Data Systems, Mountain View CA
- Moen, Cleveland (two workshops) OH
- FedEx, Chicago (two workshops) TN
- Design summer camp (various companies)

2015

- Purina, Cat Chow Team, St. Louis MO
- The Latin School, Chicago IL
- Design Summer Camp (various companies)
- CityMD, New York NY
- Glanbia, Chicago IL
- Root, Inc., Sylvania, OH

2014

- Autodesk, San Francisco CA
- Nestle Purina, Golden Products Sessions, St. Louis MO
- Nestle Purina, Edison Project Sessions, St. Louis MO
- Design Summer Camp (various companies)
- Nestle Global, Cleveland OH
- Center for Strategic Studies and Management, Brazilian Ministry of Science & Technology, Chicago IL
- Memorial Sloan Kettering Pop up Healthcare Workshop, New York NY

2013

- Leo Burnett (two workshops), Chicago IL
- Goodyear, Dayton, OH

2012

- Nestle Purina (entire Marketing organization), St. Louis MO
- Goodyear, Dayton, OH
- Nestle Purina Workshop, Chicago IL

2011

- McDonald's, Chicago IL
- ABInBev, Chicago IL
- ABInBev, Chicago IL
- ABInBev, St. Louis MO

Selected client driven projects:

The following projects were initiated and funded by organizations and private funders that wanted to participate in the trial and development of new design methods and approaches. Set up and run like a traditional design consulting engagement, these projects provided pedagogical value to students through real-world experiences and mentoring and value to clients through the application of new design methods.

<i>Project name:</i>	<i>Active dates:</i>	<i>Funding organization:</i>	<i>Description:</i>
Electronic Monitoring Innovation	August 2017 – present	Private funder, Sherriff Tom Dart (Cook County)	Developed new technologies and policies for electronic monitoring of individuals in home confinement.
Miranda rights translation	May 2017 – present	American Bar Association	Developed solutions for digital delivery of Miranda rights in a variety of languages.
Best practices in innovation implementation	August 2016 – December 2016	Memorial Sloan Kettering Cancer Center	Conducted best practice research and helped develop a streamlined process for implementation of new ideas and concepts.

Multicultural strategy	May 2016 – August 2016	Memorial Sloan Kettering Cancer Center	Conducted strategic research to develop a plan for engaging with the Latino community in the New York area.
Innovating STEM education	August 2012 - present	Motorola Solutions Foundation	Working with partners like the Girls Scouts and the Adler Planetarium to create curriculum and tools that help K – 12 students interested in STEM.
Global health innovation	January 2016 – present	Private funder	Creating culturally relevant, viable health care solutions for the developing world.
Data science and the urban experience	January 2016 – present	Microsoft	Using available, existing government data sets to help identify patterns and issues – then using design methods to create solutions.
Data security innovation	August 2015 – January 2016	Grainger	Developed a threat matrix (both behavioral and technical threats) for a large organization. Developed a new platform to help improve employee awareness and compliance.
Customer service strategy	August 2015 – January 2016	Memorial Sloan Kettering Cancer Center	Developed a customer service strategy for a large cancer hospital. Research included best practice research in a variety of industries.
Integrating design thinking into an architectural practice	August 2014 – August 2015	Progressive architecture and engineering	Developed a toolkit to help bring design thinking tools into the largest architecture firm in Western Michigan.
New Psycho-social services for teen and young adult cancer patients	January 2015 – May 2015	Memorial Sloan Kettering Cancer Center	Developed a digital service for teen and young adult cancer patients to help reduce stress and connect them to clinical information and their peers.
New modes of way finding in hospitals	August 2014 – December 2014	Memorial Sloan Kettering Cancer Center	Developed a new way-finding system for the cancer hospital.
Unmet needs and opportunity spaces in the small business market	August 2014 – December 2014	FedEx	Conducted research to understand the needs of small business and identify opportunity spaces for a large logistics company.
Integrating design thinking into the innovation process for a large hotel company	January 2013 – December 2013	Hyatt	Conducted design-thinking training for hotel employees. Collaborated to customize and modify a standard design thinking

			innovation process to the needs of a large hotel company.
Bridging the gap between human and pet food	June 2012 – December 2012	Nestle-Purina	Developed a new pet food brand for a large consumer products company.
Creating a practice of value centered design	June 2011 – June 2012	Yahoo	Developed a model for making digital products more meaningful and integrated into people's lives.
Valuing an innovation pipeline	January 2011 – June 2011	FedEx	Developed an approach to prioritize and value innovation concepts
Integrating design thinking into product development	November 2011 – June 2013	ABInBev	Redesigned corporate, global product development process to include design thinking
Reinventing breakfast	May 2011 – September 2011	Quaker Oats	Developed new healthy breakfast offerings for an underserved channel
Technology use in higher education	Jan 2010 – May 2010	Samsung Design America	Conducted and analyzed research on the use of technology in higher education, with a focus on interactions between students and professors at large universities.
Improving compliance for asthma patients	January 2010 – May 2010	Mayo clinic	Studied compliance issues for asthma patients. Created a set of design principles to help Mayo clinic redesign their education materials.
Improving information hand-offs in a critical care environment	September 2010 – May 2011	Memorial Sloan Kettering	Conducted research on doctor information hand offs. Worked with hospital IT to develop services that support enhanced information hand offs.
Bringing innovation to urban Schools	May 2009 – December 2009	University of Chicago Urban Education Institute	Conducted workshops and training sessions with school leadership to teach innovation and design thinking. Work on projects with school leaders to improve grade transitions and teacher retention.
Well-being on single aisle airplanes	August 2008 – May 2009	Teague / Boeing	Conducted research on air traveler behavior related to health and wellness. Created concepts and design principles for next major aircraft platform.
Understanding health young adults	September 2007 – May 2008	Mayo clinic	Created a research report to help Mayo clinic design services for a population they normally do not serve: healthy young adults.
Learning in Grand Rapids	January 2007 – December 2008	Steelcase foundation	Researched the state of learning and education in Grand Rapids.

			Worked with civic leaders and public school system to implement recommendations.
Innovation metrics	May 2008 – December 2008	SAP corporation	Researched best practices for measuring innovation in corporate setting.
Rethinking Health	December 2007 – May 2008	Robert Pew Family	Developed point of view for how design thinking can address key issues in health care.
Innovation tools	Summer 2007 – Fall 2007	SAP corporation	Researched the state of the art of innovation tools, developed a toolkit for teaching these methods within SAP corporation
GPS innovation	May 2007 – December 2007	Magellan	Researched and product development for new applications and platforms.
Future of the cardiac “cath” lab	August 2006 – December 2006	GE Healthcare	Research on the workflow / process in the cardiac catheterization lab.
Retail futures	August 2006 – December 2006	RTC	Researched into emerging retail practices, specifically new point of purchase innovations.

Selected graduate student research projects

The following research projects investigated new research and design methods. My role was primary investigator / faculty mentor.

Project:	Graduate student researchers:	Timing	Impact:
Code for the kids	Jenni Schneiderman Asmina Shaikh	Spring 2017	Developed and ran a state-wide hackathon to develop solutions for the Illinois foster care network. https://www.codeforthekids.com
Foster care innovation	Roxanne Knapp Jenni Schneiderman Asmina Shaikh	Spring 2016	Developed a series of platforms to better connect foster families with the State of Illinois Department of Children and Family Services.
Improving services for small business	Brewer Palmer Aaron Wolf Sipra Bihani Mark Milhouse Maithilee Shah	Spring 2016	Developed a novel interface and platform to assist the creation of new small businesses in the State of Illinois. Project was sponsored by the Governor of Illinois.
Decision making through prototyping	Lauren Braun Paul Keck John Shin Stephanie Smith	Fall 2012 – Spring 2013	Developed a process to help businesses speed up innovation implementation through prototyping. This work has served as the basis for Gravity Tank’s work on “micro pilots”, one of their key offerings.

Recycling in Chicago (Mayor's Office, City of Chicago)	James Barton Scott Mioduszewski Apeksha Garga Dania Peterson	Fall 2009 – Spring 2010	New communication strategy for the Chicago Recycling program
Behavioral Finance for Designers	Anne Hintzman Nikki Pfarr Van Voung Jared Lavey Jennifer Lee	Fall 2009 – Spring 2010	Toolkit of methods to help designers integrate behavioral finance principles into their work. This work has created a practice at Doblin / Deloitte, using the tools and principles to help clients in a range of industries. <i>Learn more at:</i> http://www.brainsbehavioranddesign.com/
What are people really doing?	Nai-Hwa Chiang Naveen Kumar	Spring 2009	20 minute documentary that teaches user observations skills – the video is used widely in both academic and corporate settings <i>See the video at:</i> http://vimeo.com/7099570
Troubled buildings initiative	Dave Sonders Chris Finlay Irene Chong Valerie Campbell	Fall 2007 – Spring 2008	The project resulted in an efficient, new process for dealing with troubled buildings as well as new city policies
Getting people to talk	Kristy Scovel Gabriel Biller	Spring 2008	30-minute documentary that teaches interviewing skills – the video is used widely in both academic and corporate settings. The video has been viewed almost 35,000 times and has been used for a variety of classes and at a wide range of organizations to teach ethnographic interviewing.
Naked Innovation	Zachary Jean Paradis David McGaw	Spring 2007	A student-written publication that has gone on to be shared and requested by thousands of people in industry. <i>Download the book at:</i> www.nakedinnovation.com

Invited workshops.

The following workshops were developed and delivered to help academic and professional organizations understand and implement user centered design and other methods developed from my research.

Name	Timing:	Audience:	Description:
Rush University faculty retreat	August 2017	Faculty	Conducted workshop on design thinking for the faculty of Rush University's Master of Health Science program.

Notre Dame Certified Innovation Mentor program	July 2017	Executive education	Conducted a workshop on piloting and prototyping.
Notre Dame conference on Innovation	November 2016	Executive alumni of ND	Delivered a workshop on building an innovation culture.
DMI leadership conference: developing a culture of innovation	October 2016	DMI membership	Pre-conference workshop for senior DMI members.
DMI webinar: developing a culture of innovation	August 2016	DMI membership	Delivered a webinar that summarized my research on building a culture of innovation.
Design thinking for Von Steuben	August 2016	Faculty and leadership	Delivered training on design thinking methods to Von Steuben Metro Science center faculty and leadership.
Shanghai science and technology development	August 2016	Government leaders from Shanghai	Delivered a workshop that highlighted best practices in government innovation, venture development, and university partnerships
MCA (Memphis College of Art).	June 2016	Faculty and leadership at MCA	Delivered training on design thinking methods to the Memphis College of art.
Training for Little Bird Consulting	June 2016	Staff of LB consulting	Delivered training on design thinking methods to LBC, a social innovation consulting firm.
Notre Dame / Deloitte Center for ethics	April 2016	Ethics and compliance professionals / scholars	Developed and executed a workshop in partnership with Notre Dame that used design thinking to help ethics and compliance professionals improve ethics compliance policies.
Booth Ed Design thinking – run by University of Chicago Booth s	Feb 2016	Education leaders from K – 12 schools	A design-thinking workshop for educational leaders. A set of tools and principles that can help school leaders implement meaningful change was presented.
Design Thinking Exchange	Jan 2016	The DTX community	Presented research on innovation culture. This is a private conference run by the design thinking leaders at companies like P&G, IBM, and SAP.
Design Thinking for Faculty from Florida State and Illinois State	Dec 2015	Faculty and leadership from the two universities	Presented the design thinking process to “train the trainer”, helping faculty and leadership of the two universities integrate design into their business and engineering curriculum.
Mission and vision session for Von Steuben High School	Fall 2015	Von Steuben leadership	Helped the leadership of a public high school author a new mission and vision statement.

Innovation journey for Gerdau steel	Spring 2014	Gerdau steel	Presented a process for prototyping and concept development as part of an innovation journey.
Store of the future workshop	Dec 2013	Leo Burnett and Sprint	Workshop to invent the store of the future for mobile phone retail.
Engaging clients in workshops	March 2012	Rockwell group design strategy team	This was a workshop about running workshops – a set of tools, techniques, and methods was transferred to the design team.
Design decision making	Dec 2011	DMI members in Chicago	A workshop for design leaders to help improve their strategic decision-making during complex design projects.
Design decision making	September 2011	DMI members in San Francisco	A workshop for design leaders to help improve their strategic decision-making during complex design projects.
Design decision making	Feb 2011	Design team at Earnest and Julio Gallo	Workshop to help improve the strategic impact of the design function at the company.
Catalyst training	Jan 2011	Design thinking team at Intuit	Presented problem framing module as part of the catalyst training for design thinking at Intuit
Design thinking summit	Nov 2010	Design thinking team from P&G and Intuit	Presented problem framing and the systematic design approach to design leaders responsible for integrated design thinking into P&G and Intuit.
Design decision making	Sept 2010	Microsoft design and strategy team	A workshop for design leaders to help improve their strategic decision-making during complex design projects.

Selected courses developed

I have developed a wide range of both graduate and undergraduate courses.

- Design for technical innovation: this course adapts the design thinking methodology to be more appropriate for complex, technical challenges.

- Design for engineers: this class provides engineers an authentic user centered design experience.
- Product design: an undergraduate, interdisciplinary course that teaches the fundamentals of design and teamwork through the design of user-centered products.
- Service design: an undergraduate, interdisciplinary course that teaches digital service design (using software and sensors) including information architecture and user experience design.
- Managing the creative process: a graduate level class for students in the Intellectual Property management program that teaches methods and tools for managing creative projects and teams.
- Analysis and synthesis: this graduate level class serves as the core design process class in the curriculum.
- IAM bootcamp (both residential and online): in collaboration with faculty from Chicago Kent Law School this class teaches how to integrate law, business, and design concepts to effectively manage intellectual assets.
- Decision-making: this graduate level class teaches design students processes and tools for improved design decision-making.

Programs developed at Illinois Institute of Technology

In addition to creating non-degree programs, I have designed professional master's degree programs for the university.

- **Dual Degree:** designed, implemented, and administered the world's first MBA / MDes dual degree program in collaboration with the IIT Stuart School of Business.
- **Executive MDM / MDM in Grand Rapids:** Designed, implemented, and administered a part time, executive level Master's degree in both Chicago and Grand Rapids, MI.
- **IPMM:** Co-developed a Master's degree in intellectual asset management (with Chicago Kent Law School and the Stuart School of Business).

Selected publications and media

- Book chapter: "Design Innovation" – *The Global Innovation Science Handbook* edited by Brent Trusko and Praveen Gupta
- Article "From Lock in to Lock Out, Using Design to Create Fiercely Loyal Customers" included in book *Rotman on Design: The Best on Design Thinking from Rotman Magazine* edited by Roger Martin and Karen Christensen
- *Getting People to Talk:* A video on ethnographic interviewing has more than 25,000 views which makes it one of the most watched research videos online

Education

- Master of Design, Institute of Design, Illinois Institute of Technology. Chicago: Fall 1997 - May 1999. Awarded fellowship for academic performance: GPA 3.9/4.0
- Bachelor of Architecture with high honors, College of Architecture, Illinois Institute of Technology. Chicago: Fall 1992 - Spring 1997. Awarded American Institute of Architects School Medal (first in architecture class)