

Experienced innovation leader with a proven history of designing world-class human-centered products and services and shepherding them successfully to market.

SPECIALTIES

- Qualitative/quantitative design research methods to ground concept development.
- Identifying strategic opportunities for new products and services through technology and societal trend analysis.
- Fluent in HCD, Lean, and Experiment methods to develop and validate effective offerings.
- Cross-organizational collaboration to develop feasible and viable solutions.

EXPERIENCE

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| SD LAB
2017-present | Founder
Leads a consultancy with a focus on innovation and experimentation methods for design.
s-dlab.com |
| IIT INSTITUTE OF
DESIGN
2002-present | Visiting Industry Professor , 2017-2018
Developed and taught courses in Service Design and Service Futures. Shaped the curriculum for the MDes program around Service Design and Healthcare. Adjunct Faculty since 2002. |
| UNITEDHEALTHCARE
Chicago, IL
2014-2017 | VP Design
Led the Human Centered Design Studios located in Chicago and Minneapolis. As part of the Innovation Center of Excellence, the HCD Studio works across UnitedHealthcare to bring rigorous design methods to develop and pilot innovative new products and services that improve health outcomes and customer experiences. |
| IDEO
Chicago, IL
2000-2014 | Managing Director and Associate Partner , IDEO Chicago, 2012-2014
Co-led the Chicago Studio with a consistent profit each year. Set direction, oversaw all functions including Operations, Business Development, Recruiting and Career Development, and Experience. Shaped the development of new business.
Lead, Service Innovation Practice , 2005-2011
Developed new offers for consumer and B to B service companies seeking to reinvent how they serve their customers in a variety of industries including healthcare, financial services, hospitality and retail. Specialized in developing solutions for complex multi-stakeholder service environments.
Human Factors Researcher , 2000-2005 |
| ACCENTURE
Northbrook, IL
1995-2000 | Research Manager , CSTAR (Center for Strategic Technology Research)
Applied user-centered design methods to develop innovative solutions in the areas of smart environments, wireless services and collaborative tools. Areas of focus include in-car services, knowledge management and broadband government services. |

EDUCATION

IIT INSTITUTE OF DESIGN Master of Design
AMHERST COLLEGE BA, Fine Arts