

## **Ryan Pikkell**

Design Strategy, Innovation, & New Offer Development

Experience

### **Innovation Leader**

#### **Evernorth Labs (a Cigna Company)**

September 2019 – Present

- Develop desirable experiences that drive engagement and health outcomes with primary concentration on Health Equity, Virtual Health, predictive models, and non-traditional touchpoints

### **Adjunct Faculty**

#### **IIT Institute of Design**

August 2008 – Present

- Introduce students to the design planning and front-end innovation process in the context of real-world business design projects
- Develop class on engaging stakeholders through co-creation

### **Innovation & Design Strategy Leader, Associate Partner**

#### **Doblin (now part of Deloitte Digital)**

December 2005–September 2019

- Lead client and project teams through a structured design process to envision, develop and pilot breakthrough business concepts—including new digital businesses— in the CPG, telecom, online media, health & wellbeing, automotive, financial information services, and retail fields across multiple geographies— ensuring we get the right ideas and then get the ideas (and designs) right
- Lead client and project teams in developing innovation opportunity areas to drive innovation strategy, portfolio development, and inform initiative-level problem reframing
- Kickstart clients' new product development and innovation capabilities by training and working along side client teams, equipping client organizations to set innovation strategies, identify opportunity spaces, and quickly conceptualize, pilot, and scale new business offerings
- Envision and led internal new product development initiatives, including the Innovation Tactics Cards—a deck of cards featuring 114 discrete innovation tactics and company examples designed to facilitate concept ideation and refinement— and directed the development on the Ten Types of Innovation iPad app—overseeing design agency partners and internal development teams through the development process
- Co-Author of *Ten Types of Innovation: The Discipline of Building Breakthroughs*

(2013) Wiley

### **Design Strategy Consultant**

#### **McDonald's**

June 2005 – December 2005

McDonald's: CORE Innovation Center Romeoville, IL

Design Strategy Consultant | September 2005–December 2005

- Applied ethnographic research methods exploring employee experience to develop criteria for job design, training, and crew empowerment within 25,000+ McDonald's restaurants worldwide

McDonald's: Training, Learning and Development Oak Brook, IL

Design Strategy Consultant | June 2005–December 2005

- Developed a high-impact, low-cost e-learning solution through collaboration with stakeholders, observation, and rapid prototyping that is distributed to over 13,000 restaurants

### **Brand and Design Strategy Intern**

#### **toniq LLC**

June 2004 – July 2004

Worked closely with project leads to transform ethnographic research into actionable recommendations and brand strategies

### **Senior Designer**

#### **Columbia University Publications**

September 2001 – July 2003 (1 year 11 months)

Articulated Columbia University brand while developing University publications and web sites

### **Art Director**

#### **Kym Abrams Design**

February 1999 – February 2001 (2 years 1 month)

- Managed design teams, collaborated with clients, and negotiated with vendors to create unique award-winning communications within tight budgets
- Prototyped new products and offerings for American Girl, Mattel, and Fisher Price

### Education

#### **Illinois Institute of Technology**

Master of Human-Centered Design Planning

2003 – 2005

#### **Syracuse University**

BFA [Communication Design](#)

1993 – 1998

**Sozosha College of Design**

Communication Design

1997 – 1997

Honors and Awards

Service Design Network Global Award Finalist, Madrid, ES | November 2017  
Selected: Delivering Easy, Effective, and Emotionally Satisfying Experiences for Veterans

DMI: Design at Scale, New York, NY | October 2011  
Presented: Mind the Gap: Thoughts on Crossing the Stubborn Divide Between Design and Business

Index:2005 Copenhagen, DK | Summer 2005  
Selected Top Nomination: HealthNet: A 21st Century Approach to Health Care

MAPACA Conference Buffalo, NY | November 2004  
Presented: Fear and Benefits of Future Product Auto-Identification Technologies (RFID) in the Home

Dr. Quentin Young, NPR Chicago, IL | April 2004 Presented: HealthNet: A 21st Century Approach to Health Care

Graphic Design USA | 2001 Design Annual  
Featured: Joyce Foundation annual report and Mike Walker Photography branding

Print Magazine | Fall 1998  
Selected: International student cover competition