



point of view

I strive to make an impact as a teacher, mentor, researcher, and human centered designer, at the intersection of creative and critical thinking.

teaching statement

I believe that design innovation — which is an approach to problem solving — is best learned through highly interactive and contextually engaging experiences, that enable and empower students to understand the actual problem behind the perceived problem. It starts with putting students directly in the context of the problem space, where they understand stakeholder needs first-hand. This deep understanding allows them to gain empathy, which ultimately frames the opportunity in a way that is meaningful to people. These opportunity frameworks inform the generation of conceptual ideas, which are then prototyped and tested, and iterated upon through the use of constructive feedback loops. Lastly, students build outcomes that are not only original but desirable, feasible and viable.

Ultimately, design innovation is deeply personal, interactive, and iterative. A student's ability to learn comes about through a deep and rigorous immersion that is facilitated through project-based experiences, rather than theoretical simulations.

My role as a faculty member at Northwestern University is to create the best conditions for learning design innovation, which my research has shown to be based upon a studio culture that supports true multi-disciplinary collaboration, the sharing of ideas, constructive critique, curiosity, creative expression and making. Additionally, I'm a hands-on teacher who leverages my years of professional practice to authentically inspire and challenge my students to go deeper in their own work, by pushing boundaries, asking tough questions and ultimately discovering and developing meaningful solutions that inspire.

teaching and research interests

Design thinking, business design, cultures of innovation, organizational leadership, product and service design and design strategy.



academic experience

Northwestern University

Director of the Segal Design Institute

January 2012 to present

Responsibilities:

- Direct the Institute and fulfill the mission of bringing human-centered design to all students at Northwestern University, helping empower them to imagine and act upon a new future.
 - Oversee graduate education and works with co-director to oversee undergraduate education, and operations of the institution.
 - Report directly to the dean of the McCormick School of Engineering.
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Co-Director of the MMM Program

September 2010 to present

Responsibilities: Co-direct with Kellogg School of Management faculty member, a 2 year full-time, dual-degree program from the McCormick School of Engineering, and Kellogg School of Management. This graduate program focuses on developing future leaders who seek to solve complex problems using both design thinking and business processes.

- Report directly to the dean of the McCormick School of Engineering and Kellogg School of Management.
- Manage 14 direct reports (2 staff, 14 full and adjunct faculty).
- Responsible for 132 graduate students who earn a Master of Science in Design Innovation (MSDI) and a Master of Business Administration (MBA).
- Organize, manage and procure 12 to 14 industry collaborations yearly which have included: Abbott, Adobe, Amazon, Audi, BD, Barilla, Baxter, Discover, GM, Google, Harley-Davidson, Herman Miller, Honda, Hospira, John Deere, Mayo Clinic, McDonald's, Nissan, Northshore Health, Northwestern University Medicine, Pfizer, Under Armour, United, Vera Bradley, Verizon, Visa, Vontage, Whole Foods, Wrigley, YMCA.
- Reframed original MMM program which was manufacturing operations based in 2014.
- This reframe led to the following outcomes:
 - Granting a Masters of Science in Design Innovation degree
 - Design Innovation core coursework through the Segal Design Institute
 - 30% growth in applications
 - 10% growth in cohort
 - Balanced gender distribution in cohort
 - Expanded curriculum to include an additional quarter of coursework
 - More diversified professional and academic backgrounds of cohort
 - 50% growth of MMM living and learning studio space in the Ford Design Center

Teaching:

- Courses — Research Design Build, Design Strategy, Business Innovation Lab



academic experience

Northwestern University *(continued)*

Pentair – D. Eugene and Bonnie L. Nugent Clinical Associate Professor of Design Innovation

September 2010 to present

Responsibilities: Advance human-centered design education at the undergraduate, graduate and executive level at Northwestern University. This includes teaching, marketing, management and strategic leadership.

Teaching:

- Undergraduate Course – Introduction to Visualization for Industrial Design.
 - Graduate Courses – Research Design Build, Design Strategy, Understanding through Design, Business Innovation Lab, Special Topics in Industrial Design.
 - Online Course – Leadership through Design Innovation.
 - Executive Education Courses – New Product Development for the Kellogg School of Management, Design Thinking for the Masters of Product Design and Development Management.
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Co-Director of the MPD program

Master of Product Design and Development Management

January 2010 to January 2012

Responsibilities: Co-director of 2 year part-time masters program that focused on product development management.

- Reported directly to the dean of the McCormick School of Engineering.

Teaching:

- Courses – Understanding through Design, Design Strategy
-

Adjunct Professor in the MPD program

Master of Product Design and Development Management

November 2007 to January 2010

Teaching:

- Course – Strategy in Design



service

Northwestern University *(continued)*

“Northwestern Design Leadership Series”

Planning committee chair

Winter Quarter, 2018 to Present

A yearly design speaker series event hosted at Northwestern, attended by 350 people. Planning includes the development of topic theme, procurement of keynote speaker, coordination with university leadership and events management services. I give the opening and closing remarks at each event, connecting the topics with the strategic position on design innovation at Northwestern University.

Ford Engineering Design Center space redesign

Planning committee member

Fall Quarter 2018 to Present

Worked with McCormick School of Engineering dean’s office, facilities management, outside architecture firm, and faculty and staff who work in the Ford Engineering Center to reimagining and execute on a redesign and reallocation of all spaces in the building.

“Design Innovation” – McCormick Video of the Segal Design Institute

Planning committee member / participant

Fall Quarter 2017

The planning, development and participation of Segal Design Institute’s strategic point of view on design innovation and how it relates to Northwestern University.

“Design Chicago”

Planning committee member

Winter Quarter, 2010 to 2016

A yearly design speaker series event hosted at Northwestern, attended by 350 people. Planning included the development of topic theme, procurement of keynote speaker, coordination with university leadership and events management services. I gave the closing remarks at each event, connecting the topics with the strategic position on design innovation at the Segal design Institute.

“Organizational Leadership Specialization”

Planning committee member

MOOC through Coursera

Spring Quarter 2015 to Fall Quarter 2015

Worked with Kellogg School of Management, McCormick School of Engineering and Medill faculty on the framing, development, and planning of the 6 part online series. Specifically, designed and developed the 5th course in the series, “Leadership through Design Innovation,” with a diverse team of Segal and McCormick faculty.



service

Northwestern University *(continued)*

Day at Kellogg (DAK)

Recruiting events for MMM prospective students

Winter and Spring Quarters, 2012 to Present

Present the point of view and curriculum of the MMM program, facilitate a Q&A session, and host a design thinking workshop for 30-45 prospective students as part of the Kellogg School of Managements recruiting day on campus.

Masters of Product Design and Development Management program

Recruiting events for MPD prospective students

Winter and Spring Quarters, 2010 to 2015

Present the point of view and curriculum of the MPD program, participate in a Q&A session.

Segal Design Institute Executive Education

Planning committee member

Winter Quarter 2014

Designed and Developed a multifaceted and interactive design innovation executive education learning experience, partnering with Bruce Mau and the Massive Change Network.

Kellogg School of Management and the Segal Design Institute Executive Education

Planning committee member

Winter Quarter 2015

Designed and developed a multifaceted and interactive executive education learning experience at the intersection of business and design innovation.

Kellogg School of Management IDEA Club

Business Design Challenge Judge

Fall Quarters, 2012 to Present

Kellogg School of Management IDEA Club

Business Design Challenge Host and Facilitator

Fall Quarters, 2017 to Present

Working and collaborating with IDEA student leadership, I host and facilitate the closing event and give remarks at the end of the 2 day event at Northwestern University.



service

Northwestern University *(continued)*

Rotman School of Management Business Design Challenge

Sponsor of Northwestern Students Teams

Winter 2015 to Present

I sponsor 1-2 teams per year with my personal discretionary funds to compete and attend this global competition in the space of business design.

Adobe Design and Technology Challenge

Sponsor of a Northwestern Student Team

Fall 2018 to Present

I sponsor 1 team per year with my personal discretionary funds to compete and attend this global competition in the space of design and technology.

advising

Engineering and Design Innovation program (EDI)

Spring Quarter, 2010 to Present

I advise 20-25 graduate students and build with each, a strategic short-term and long-term personal roadmap that overlaps, academics, life and professional aspirations. The roadmap is built upon Objectives, Goals, Strategies, Measurements, and Tactics (OGSMT). A 1 year, 3 year and 5 year plan is developed for and with each student.

academic awards

Endowed Professorship

Pentair — D. Eugene and Bonnie L. Nugent Clinical Associate Professor of Design Innovation

September 2014 to present

Northwestern University Excellence in Design Education

Masahiro and Eiko Meshii Award for Excellence in Design Education

December 2016

Faculty Member of the Year

Master of Product Design and Development Management

June 2010



executive education

Northwestern University *(continued)*

Masters of Product Design and Development Management — Segal Design Institute

Faculty

Winter and Spring Quarters, 2008 to Present

Lecture: “Understand through Design”

Leading and Sustaining a Culture of Innovation — Kellogg School of Management

Faculty

Spring 2012, Fall 2012, Spring 2013

Lecture: “Understand through Design”

MOOC - Coursera

Organizational Leadership Specialization — Northwestern University

Faculty

Winter Quarter 2016 to Present

Deliver design research lectures as part of online education format within the “Leadership through Design Innovation” module.

Over 9,500 global learners from over 115 countries

lectures

Design Thinking and Communication — Master Lecture

Fall Quarter 2015 to Present

Lecture: “Design Research as a path toward Empathic Innovation”

Delivered yearly to entire freshman engineering class.

EDI Program — Human Center Design Studio 1, Product Design — Guest Lecture

Fall Quarter 2010 to Fall Quarter 2017

Lecture and critique topic: Product Design

EDI Program — Differentiation by Design — Guest Lecturer

Winter Quarter 2008, Winter Quarter 2009

Lecture: Human Centered Design



speaking

Northwestern University *(continued)*

Design + Law

Framing Design Thinking — Northwestern University Pritzker School of Law
Winter Quarter, 2019

Up Is Down: Midcentury Experiments in Advertising and Film — The Block Museum of Art

Interactive Reflection on Modernism and Q & A within the Exhibit
Fall Quarter, 2018

Connecting Design Thinking Education to Business Practice

Accenture / Fjord Podcast
Spring Quarter, 2018

Design Thinking and You

Innovation in Teaching Series — Office of the Provost
Fall Quarter, 2017

“Northwestern Design Leadership Series” — Opening and closing remarks

Winter Quarter, 2018 to Present

I give the opening and closing remarks at each event, connecting the topics with the strategic position on design innovation at Northwestern University.

Kellogg School of Management IDEA Club - Panelist

Fall Quarter, 2017

“Design innovation in business education and the workplace”

“Design Chicago” — Closing remarks

Winter Quarter, 2010 to 2016

I gave the closing remarks at each event, connecting the topics with the strategic position on design innovation at the Segal design Institute.

“Ready Set Go” (RSG) — Opening remarks

Summer Quarter 2014 to Present

I give the opening remarks to the incoming MMM class, setting the stage and framing their 2-year experience at Northwestern University.



industry experience

ARC Worldwide / Leo Burnett chicago

VP – Design and Strategy September 2008 to January 2010

Provided design leadership and creativity, within a large scale global multi-disciplinary agency, leading global brands through the total consumer experience. Primary focus was on retail, brand and “the shopper.”

Responsibilities: Managed a creative department that strategically worked across and collaborated with multiple business units within the agency.

Clients: McDonald’s, Miller Coors Brewing, Kellogg’s, P&G, Target, Petrobras.

HLB chicago

Director of Strategic Design Innovation May 1996 to September 2008

My role was to close the gap, by defining and realizing opportunities and solutions that created growth for our clients and value for the end user through the design process. This included setting strategy and directing the innovative vision that best delivered on the brand promise, while addressing consumer insights. The work was done within a multidisciplinary firm.

As a member of the Strategic Leadership Team, I played a key role in reshaping the firm’s strategic vision and positioning which directly impacted our talent recruiting, sales and portfolio.

Responsibilities: Tactical roles involved managing the performance and direction of the design group (20 people). This included project reviews, proposal creation and budgeting, 360 performance reviews, and interfacing with other disciplines within the organization, including: research and consumer insights, brand and strategy, engineering, software and systems engineering.

Another key responsibility I performed within HLB was supporting the Business Development initiatives of the firm. I was often the face of the firm and needed to articulate our differentiation in the marketplace as well as speak to the key business needs of that particular company.

Clients: 3M, Amgen, Bunn, Clorox, Coca-Cola, Coleman, Colgate, Craftsman, Dell, Douwe Egberts, Fellowes, GBC, IBM, Invensys, Kimberly Clark, LG Electronics, Microsoft, Motorola, Nellcor Puritan Bennett, RobertShaw, SC Johnson and Sons, Sunbeam, Unilever, Westell, Whirlpool, Wilson, Wrigley, Zenith Electronics.



industry experience

Zenith Data Systems chicago

Senior Designer May 1995 to May 1996

Overview: Worked as corporate designer on a variety of technology products ranging from mobile base, portable, desktop and servers. Interfaced with all levels of the global organization during the development process from the company president through manufacturing.

Joss Design Group chicago

Senior Designer July 1991 to May 1995

Overview: Designed and managed the product development of a wide array of consumer products, collaborating within a multi-disciplinary innovation consulting firm that included engineering, marketing, packaging, branding, graphic design, industrial design and rapid prototyping.

Clients: 3M, Amerock, Atapco, Coleman, Duracraft, Fellowes, Health o Meter, Motorola, P&G, Rubbermaid, Sunbeam-Oster.

Zyxx Design Group chicago

Junior Designer May 1990 to July 1991

Overview: Assisted throughout the product development process, within a small and nimble product design consulting firm.

Clients: AHI Helmets, Baxter, Quidel, Vision, Wilson Jones.



education

Coventry University | UK

Degree: *Doctorate of Philosophy in Design*

Conferred April 2019

Title of Thesis: Do business students value design thinking and if so, how might they learn it?

Overview: 5.5 year intensive research study identified 9 themes that pertain to the above question, which detail the conflicts and opportunities business students have in learning design thinking in a business school context. These themes have informed and shaped my approach to teaching.

The following is a summary of the main themes:

Theme 1: The Importance of Design Thinking in Modern Business School Education

By utilizing a combination of design thinking and business approaches to identify and solve problems, business students can become more holistic leaders. Through the utilization of a design thinking approach, business students gain a deeper empathy for people that they may not otherwise have gained through the utilization of only a quantitative business approach.

Theme 2: Design Thinking and the Business Curriculum

A design thinking approach needs to be delivered and learned differently than a business approach, and yet, to resonate with business students, design thinking needs to be facilitated to business constraints and tied directly to business outcomes.

Theme 3: Design Thinking Pedagogy

Business students learn design thinking through an authentic hands-on experience.

Theme 4: Critical Elements of the Design Thinking Process

Business students learn and value design thinking through a rigorous journey that they experience for themselves, developing design skills through repeated hands-on application, which ultimately become part of a unique toolkit for business students. This rigorous journey, first and foremost, enables them to understand people more deeply.

Theme 5: Learning Through Contextual Experience

Business students authentically learn and value a design thinking approach when they see and experience its direct application.



education

Coventry University | UK *(continued)*

Theme 6: Studio Culture

Business students learn and value design thinking through a creative physical experience that stimulates collaboration and critique.

Theme 7: The Value and Competitive Advantage of Design Thinking to Business Students

Business students value design thinking through the development of skills that readily enable them to actually understand and see users/customers more deeply through an empathy-based approach, which is unique to the business world. This approach enables business students to get closer to the true needs of the user/customer, further enabling them to identify the most appropriate problem to solve.

Theme 8: Difficulties Business Students Have in Learning Design Thinking

Business students must reframe their mindsets to embrace tactical skills and learning approaches associated with design thinking in order to overcome difficulties in experiencing and actually learning empathy-based content that is not familiar to themselves and many of their business school peers.

Theme 9: The Complexity of Seeing Value in Design Thinking for Business Students

As analytic thinkers with practical mindsets, business students need to experience design thinking first-hand in order to clearly understand its value to them in the context of business. They cannot be told or sold on the notion that it is important, that it's rigorous, that it's difficult, and that it's of meaningful value to them as business student and, ultimately, future business leaders.



education

Northwestern University

Degree: *Master of Science in Product Design and Development Management*
Conferred June 2005

Overview: A team-based program that focused on leadership and innovation in product development. This 2 year, executive level program is taught by a diverse faculty from the McCormick School of Engineering and the Kellogg School of Management, as well as adjunct faculty and guest lecturers from Motorola, Exxon Mobil, IBM, P&G.

The curriculum included coursework in the following: Effective Communication, Conflict Resolution, Negotiations, Marketing, Ethics and Leadership, Industrial Design, Accounting, Customer Focused New Product Research, Specification and Validation, Decision Making Under Uncertainty, Management and Metrics for Product Development, Intellectual Capital Strategy for Product Development, Integrated Product Development with Collaborative Teams, Team Building and Organizational Behavior.

University of Illinois at Urbana-Champaign

Degree: *Bachelor of Fine Arts, Industrial Design*
Conferred May 1990

The curriculum included coursework in the following: Materials and Processes, Product Design, Design Theory, Graphic Design, Human Factors, Architecture, Design History, Prototyping and Digital Design.

IDSA Student Merit Award Winner
March 1990

education (bootcamps)

d.school - Stanford University
Fall 2014
A short course in design thinking

Institute of Design - IIT
Fall 2013
A short course in design thinking



awards + distinctions

iF International Design Forum

iF International Forum Design GmbH is one of the world's most celebrated and valued design competitions, recognized as a symbol of design excellence around the world, with 5,000 global submissions per year.

Dell Multifunction Laser 1125, 2008

German Red Dot Design Award

The Red Dot Design Award is an international product design and communication design prize awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany. The Red Dot Design Award has 15,500 global submissions per year.

Dell 964 Photo All-in-One Printer, 2006

Dell 400 Photo Printer, 2005

Japan Good Design Award

The Good Design Award is a Japanese comprehensive design evaluation and commendation system, operated by the Japan Institute of Design, with 1,000 global submissions per year.

Dell 964 Photo All-in-One Printer, 2006

Industrial Design Excellence Award (IDEA)

The International Design Excellence Awards (IDEA) is one of the longest running and most prestigious design awards programs in existence, 10,000 global submissions per year. Through a close partnership with The Henry Ford Museum, IDEA Gold winners become a part of its permanent collection and remain an ever-present symbol of ingenuity and mastery of craft.

Invensys Propane Monitoring System, 2003 Gold

GBC 950S Shredder, 2001 Silver

Motorola M Smart, 1998 Bronze

Steelmaster Contours Desk Accessories, 1995 Bronze



awards + distinctions

Good Design Award

Celebrates contemporary design honoring both products and industry leaders in design and manufacturing that have chartered new directions for innovation and pushed the envelope for competitive products in the world marketplace.

Everest Biomedical SNAP II, 2008

Sunbeam Steam Iron, 2005

Invensys Propane Monitoring System, 2003

Sunbeam Appliance Line, 2003

GBC Cyclone Shredder, 2000

GBC 950S Shredder, 2000

GBC Docubind P100 Shredder, 1999

GBC Guardian Shredder, 1999

Motorola M Smart, Smartcard Reader, 1998

GBC Shark 200 Shredder, 1998

GBC Confidential Shredder, 1997

Popular Mechanics Editor's Choice Award

Recognizes the top designed products in selected consumer and industrial product categories.

Sears Craftsman AXS Line of Tool Chests, 2008

Appliance Design Excellence in Design (EID)

This prestigious award is given to companies who excel in unique designs with breakthrough features. Awarded in 10 distinct categories, Excellence in Design looks for products that are well engineered and have practical functions.

Sunbeam Steam Iron, 2005

GBC Shark 200 Shredder, 1998

Motorola M Smart, 1998

Product Design and Development Engineering Award

Recognizes the top designed products in selected consumer and industrial product categories.

GBC Shark 200 Shredder, 1999



awards + distinctions

I.D. Magazine Annual Design Review

A leading international showcase of domestic design.

Everest Biomedical, 2007

GBC Guardian Shredder, 1999

International Design Yearbook

A definitive product design journal, which celebrates the best of international design.

GBC Shark 200 Shredder, 1999

Gaphis Design Annual

An international design journal, celebrating the best product and communication design.

GBC Shark 200 Shredder, 1999

University of Illinois - Distinguished Alumni Award 2014

School of Art and Design - Industrial Design

Awarded to alumni of the university who have made a significant contribute in the field of design.

International Design Excellence Award (IDEA) Juror 2015, 2010, 2009

Jury panel consists of 20 global thought-leaders in design and were selected by IDSA

IDSA Midwest Honors Nominee - Finalist, Nominated by Industry Peers 2008

International Housewares Show - Juror, Student Design Competition 2000, 1999

St. Charles High School - Distinguished Alumni Award 2000



patents awarded

1.	1999	Patent number: USD410946
2.	2001	Patent number: USD448691S
3.	2001	Patent number: USD448692S
4.	2001	Patent number: USD449242S
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5.	2001	Patent number: USD449551S
6.	2001	Patent number: USD449553S
7.	2001	Patent number: USD449554S
8.	2002	Patent number: US2002144845A1
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9.	2003	Patent number: USD482064S
10.	2004	Patent number: USD499476S
11.	2005	Patent number: USD501042S
12.	2005	Patent number: USD511922S
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13.	2006	Patent number: CN101454224A
14.	2006	Patent number: TW200817145A
15.	2006	Patent number: USD532450S
16.	2006	Patent number: USD532816S
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17.	2007	Patent number: CA2653476A1
18.	2007	Patent number: MX2008015040A
19.	2007	Patent number: US2007274042A1
20.	2007	Patent number: USD540852S
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21.	2007	Patent number: USD547160S
22.	2007	Patent number: USD550490S



patents awarded

23.	2007	Patent number: USD550491S
24.	2007	Patent number: USD551003S
25.	2007	Patent number: USD554963S
26.	2007	Patent number: USD558264S
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27.	2007	Patent number: WO2007139918A2
28.	2008	Patent number: AU2007284648B2
29.	2008	Patent number: CA2659627A1
30.	2008	Patent number: US2008035212A1
<hr/>		
31.	2008	Patent number: USD500848S
32.	2008	Patent number: USD560809S
33.	2008	Patent number: USD561250S
34.	2008	Patent number: USD563760S
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35.	2008	Patent number: WO2008021287A2
36.	2009	Patent number: EP2056993B1
37.	2009	Patent number: US7617957B2
38.	2009	Patent number: USD588201S
<hr/>		
39.	2009	Patent number: USD588843S
40.	2009	Patent number: USD594127S
41.	2009	Patent number: USD602073S
42.	2009	Patent number: USD604763S
<hr/>		
43.	2010	Patent number: USD611273S
44.	2010	Patent number: USD616926S



work exhibited

Design Excellence Collection

Exhibition at the Krannert Art Museum 2005

A new a collection of products has been organized by Deana McDonagh at the School of Art + Design, University of Illinois (Urbana-Champaign), to promote design excellence, designers and manufacturers. This product collection will be used for (i) teaching design students, (ii) research projects and (iii) for public exhibitions and (iv) will be highlighted in a publication celebrating the impact of design. Contributors include Karim Rashid, Michael Graves, Ross Lovegrove, Teams Design, Herman Miller and SmartDesign.

Designing Experiences

Exhibition at the Krannert Art Museum 2006

This exhibition combined the design contribution of our leading Industrial and Graphic Design alumni across seven decades. It was the first exhibition of its kind that brought together leading visionaries within design.

Thick Design Show

Exhibition at the Art Institute of Chicago 2005

Contributed conceptual design work for exhibit.

The Henry Ford Museum

Permanent Collection 2003

IDEA Gold winners become a part of its permanent collection and remain an ever-present symbol of ingenuity and mastery of craft. Industrial product category: Invensys Propane Monitoring System.

Design Excellence Gallery

IDSA National Conference in New York 2003

Featured IDEA Gold Winner

Seven Designers Exhibit

Parkland College 2002

Good Design Show

Exhibition at the Chicago Athenaeum of Architecture and Design

Featured 2005, 2003, 2000, 1999, 1998, 1997



industry speaking engagements

Northwestern Medicine

"Design Thinking Workshop"
Chicago, Illinois 2017

Barilla

"Design Thinking Workshop"
Chicago, Illinois 2016

Clarke Environmental

"Design Thinking Workshop"
Chicago, Illinois 2016

Motorola

"Design Thinking Workshop"
Chicago, Illinois 2015

Honeywell

"Design Thinking in Context"
Chicago, Illinois 2014

Samsung

"Design Context Summit"
San Francisco, California 2013

Abbott

"Design Thinking Workshop"
Chicago, Illinois 2011

Innovation in Healthcare Conference

"Designing Health"
Kellogg School of Management,
Northwestern University 2011

**The Mayo Clinic, Center for Innovation,
Transform Conference**

"Design Education and Healthcare"
Rochester, Minnesota 2010

Wrigley Innovation Initiative

"Culture of Innovation"
Wm. Wrigley, Jr. Company
Chicago, Illinois 2007

International Home + Housewares Show

"How Consumer Insights Drive Innovation"
Chicago, Illinois 2007

Ceelite Innovation Conference

"Culture of Innovation"
Memphis, Tennessee 2007

Design Chicago at Northwestern University

Panel Discussion on Design
"Design Thinking and The Economy" 2008
"Design Thinking and Education" 2007
Evanston, Illinois

South by Southwest Conference (sxsw02)

"Design Visions"
Sponsored by IDSA
Austin, Texas March 2002



affiliations

DMI Member — Design Management Institute. 2014 to Present

Edison Innovation Awards — Board Member. 2011 to 2013

University of Illinois at Urbana-Champaign

Outside Advisory Panel for the School of Art and Design's Industrial Design Program.
1998 to 2000

IDSA Member — Industrial Design Society of America. 1990 to Present

IDSA National Conference

Participated in the student portfolio review. 1997 to 1999

IDSA Midwest District Conference

Organized and moderated the student portfolio review. 1997 to 2001

IDSA Student Mentor

Worked with a variety of individual college students to help further educate and guide them towards a career in design. 1998 to 2008

Marwen Student Mentor

Worked with under served Chicago youths from Grades 6-12 introducing and educating them in the field of Industrial Design. 2002 to 2003

Guest Lecturer

Carnegie Mellon in Pittsburgh — 2003

Cleveland Institute of Art and Design — 2000

Columbia College of Art — 2009

Marwen School of Art — 2001

Northwestern University — 2008, 2009

St. Charles High School — 1999

University of Illinois at Chicago — 2008

University of Illinois at Urbana-Champaign — 1991, 1998, 2001, 2004, 2007



published author

REALIZE: Design Means Business.

Good is Not Good Enough: Wake Up and Smell the Coffee!

Edited by Paul Hatch and Deana McDonagh, 2006

Published by IDSA, Industrial Design Society of America

Holderfield G (2006)

The Technology Teacher, The Voice of Technology Education

Journal of the International Technology Education Association

October 2000 Vol.60 No. 2

“It’s the Real World” Partnership Bridges Gap Between Classroom and Business

Edited by Cassie McQueeny-Tankard

Published by ITEA, an Affiliate of the American Association for the Advancement of Science

Holderfield G (2000)

work featured in

Appliance Manufacturer Magazine — August 2005, August 1999

BusinessWeek — August 2003, August 2001, August 1999, August 1995

Design Perspectives — January 2006

Discover — April 2007

Forbes — March 2007

Gear — July 2001

Good Morning America — 1999

Graphis Design Annual — 2000

Graphis 330 — 1999

I.D. Magazine — January 2007, January 1999

International Design Yearbook 15 — 2008

Maxim — 2003

NBC Nightly News — 2000

Popular Mechanics — February 2008

QVC — 2005

Technology Teacher — October 2000

The Wall Street Journal — 2003

Wired, The Design Issue — October 2003