

## Creative Leadership across Design, User Experience & Innovation

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**Forward-thinking, award-winning design and innovation leader and educator with a passion and extensive experience for driving outcomes that transform the human and brand experience that increase value to the organization.**

Proven success connecting the dots between human centered design, business and technology to create world-class, end-to-end experiences. An inspiring and collaborative leader who can provide expert guidance and thought leadership to manage and integrate creativity for business growth, with an impressive reputation for building and maintaining successful and fruitful relationships with diverse partners. Skilled at drawing out a diverse team's individual talents, ensuring high-quality, highly relevant, novel and valued outcomes.

### Areas of Emphasis

- User Experience
- Human Centered Design
- Brand Design Strategy
- Cross Discipline Leadership
- Design Thinking
- Thought Leadership
- Foresight & Technology
- Creativity & Ideation
- Collaborative Innovation

## Professional Experience

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### Director, Global Design

2021 to Present, Husqvarna Group, Charlotte, NC

Recruited to the Global Design leadership team to advance a multi-disciplinary design in North America.

Responsible for user experience and brand design of robotic, handheld, wheeled, and digital and physical experiences.

Key Initiatives include:

- End to End User Experiences –product, service, digital, physical.
- Creation of foresight and innovation management process integrating user research.
- Evolve Brand Design experience for global markets.
- Design maturity planning and growth – dotted line reporting to US company GM and president.
- Develop Design Thinking & Human Centered Design methodologies for integration.
- Internal and external promotion of Husqvarna Group Global Design and innovation.

### Director of Collaborative Innovation / Professor of the Practice

2019 to 2021, University of Notre Dame, South Bend, IN

Established and expanded curriculum and content for the Minor in Collaborative Innovation.

Educating multi-disciplinary students in the mindset and methods of human centered design for opportunity finding and problem solving. Focusing on Design Thinking, Creativity, Critical Thinking, Communication, Collaboration and Curiosity.

- Advisor to the Notre Dame Innovation Center faculty, industry partnership and student start up initiatives.
- Design Strategy Lecturer – Mendoza School of Business & Entrepreneurship – Continues to present.

### Consultant, Speaker, Advisor, Lecturer

2019 – Present. Independent, Charlotte, NC

Active collaboration across creative and strategic spaces, creativity, user experience, design strategy, VBL and education.

### Design Director, Industrial Design

2014– 2019, Newell Brands, Kalamazoo, MI

Leadership across design and ideation for multiple brands. Directed design teams associated with over \$3.5B of business.

Translated brand marketing objectives into clear creative strategies by synthesizing input from consumer insights, marketing, sales, engineering, and development partners to design and refine product experiences from concept to production. Developed and refined strategic plans, incorporating changes to the creative function to meet market changes and competitive threats.

## Newell Brands Selected Achievements:

- Recruited to Newell Brands to help bring the Innovation Design Center to life and transform creative efforts from a transactional, secondary function, to strategically focused efforts that build brands and drive innovation globally.
- Redefined Rubbermaid Commercial Design strategy across multiple categories
- Acquired 15% of brand sales for Calphalon Cookware with 30% space saving design and protectable IP.
- Created Yankee Candle design strategy with protectable intellectual property, resolving user issues, exceeding sales by 185%. Achieved \$130M revenue in the first 12 months.
- Served as subject matter expert and trainer for the broader development organization.
- Enhanced performance by leading training on company development process for over 400 employees.
- Recognized with two ISSA choice awards. 1 IDSA bronze award, 3 internal recognition awards
- Directed qualitative research on consumer validation that reduced timelines by 30%.
- Increased margin and retained premium brand positioning for Calphalon sub-brand by streamlining design strategy.
- Created and launched visual brand language (VBL) for Goody Brands that included clear brand identity, improved usability, and reduced complexity and costs.
- Accelerated productivity with recognition and award program for global design organization.
- Planned and executed global industrial design summit for over 100 designers... in a craft brewery

## Creative Director, Industrial Design

2006 – 2014, Product Development Technologies (PDT) – Austin, TX

Clients included Dell, Corning, Flextronics, L3Harris, and Novartis. Co-founder of branch office, supervised team members, collaborated across four branch offices to evolve design culture and elevate content quality, maximizing strategic impact of design effort. Managed concept generation, lead ethnographic research. Developed and implemented efficient and profitable processes that consistently met or exceeded client expectations. Won key local and national client accounts focusing on humanizing technology.

### Selected Achievements:

- Provided design leadership on Corning Gorilla Glass application, resulting in new customer adoption.
- Designed the award-winning Skygolf SGX GPS, led early ideation for Dell Adamo, world's thinnest laptop.
- Directed industrial design and user experience (UX) processes for first electroluminescent (EL) keypad.

## Senior Designer, Industrial Design

2002 – 2006, Product Development Technologies (PDT) – Chicago, IL

Clients included: Qualcomm, RIM/BlackBerry, Kimberly Clark, Johnson & Johnson, Fenwall, and Smiths Medical.

Fostered creative ideation and conceptualization. Translated brand values into design concepts, graphics, and sculptural forms. Created solutions that excited and moved brands forward and humanized technology.

### Selected Achievements:

- Awarded 10 industry honors, including IDEA, DBA, and Good Design.
- Boosted profitability by growing quoting values with new and existing clients.
- Led design on smallest smartphone of the time, Sendo X2 and the first showcase developer platform for Qualcomm
- Increased impact, speed, and accuracy with new digital workflows.

Additional experience includes Creative Design Lead & Designer for The LEGO GROUP in the UK, Denmark and US.

## Education

Leadership Diploma, Harvard Business School  
Bachelor of Arts (BA), Product Design, University of Wales, Cardiff

Higher National diploma (HND) Industrial Design, University of Southampton, UK  
Ordinary National Diploma (OND), 3D Design, Sheffield College, UK