

## Key Experience

Provide design, research, and go-to-market leadership for consumer and B2B products and services.

- Identified and defined market opportunities and service offerings for a national insurance carrier to provide underwriting and over-the-top workers comp services in the home healthcare space, through deep ethnographic research with caretakers and operators, facilitated design-thinking workshops, and in-market concept testing.

Experienced in end-to-end human-centered and research-led innovation processes to discover, define, and deliver disruptive product and service concepts for Fortune 100 companies.

- Managed end-to-end market and product research for internal startups at Munich Re, including KPI and objective setting, research planning and execution, and venture direction from exploratory customer need identification and product definition, to design testing and go-to-market strategy.

Lead consumer research and strategic planning to identify and translate consumer truths into strategic opportunities and design recommendations.

- Led the design, execution, and delivery of marketing, product, and user experience research, including key consumer need states, segmentation, pain points, and opportunities for consumer gamers, to inform and align strategies across Samsung's mobile, PC, and consumer electronics divisions.
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## Professional Experience

### **DCTDC Consulting Design** New York

*Design Thinking Consultant; Current*

Innovation and growth consulting through human-centered, insights-driven methods and design thinking to help brands, startups, and product teams understand customers better, identify and evaluate new opportunities, test and validate products and services, build go-to-market plans, and launch successful ventures.

Ongoing consulting roles with brands in the insurance, retail, F&B, non-profit, and business services sectors.

### **Accenture Song, Growth and Product Innovation** New York

*Insights Lead (Contract); May, 2020 — March, 2023*

Lead consumer research, insights development, workshop design, and online engagement experiments for internal start-up and innovation teams at Proctor & Gamble, TD Ameritrade, ViV Health, Munich Re, Union Pacific.

Part of Bionic, an innovation and venture consulting studio acquired by Accenture in 2021.

### **Now What Research**, Brooklyn

*Senior Insights Strategist; 2018 — 2020*

Lead teams executing human-centered, ethnographic consumer research to drive product innovation, strategy, and marketing opportunities for global brands and businesses including Netflix, Hershey, ESPN, Novo Nordisk, Aetna, Samsung, and Beam Suntory.

Planned and designed qualitative and quantitative research, lead innovation labs and client work-sessions, moderated interviews and consumer groups, and provided project leadership and oversight.

## Previous Experience

**LAB at Rockwell Group**, New York; *Head of Strategy*; 2014 — 2018

**Siegel+Gale**, New York; *Project Manager*; 2013 — 2014

**Leo Burnett Agency**, Chicago; *Production Intern*; 2012

**Thomas Phifer and Partners Architects**, New York; *Designer and Project Manager*; 1999 — 2010

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## Education

**Master of Arts, Industrial Design, 2012**  
**Master of Arts, Design Management, 2012**  
*Savannah College of Art and Design,*  
Savannah, Georgia

**Bachelor of Arts, Art History, 2006**  
*Union College, Schenectady, New York*  
Minors: History and Studio Fine Arts  
Awards: Dean's List; Delphic Honor Society

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