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AREAS OF EXPERTISE

Industrial Design – Direct knowledge, skills and experience in the analysis of user needs, business objectives and development resources, and synthesis into actionable design solutions. Extensive experience in product development including; critical aspects of design, such as aesthetics (form, detail, color, texture, finish), function, interface, manufacturing, marketing and sales in the areas of consumer products, toys, furniture, medical + scientific devices and industrial equipment. Experience in the development of design strategies, user experiences and visual brand languages.

Education – Direct higher-education experience in defining curricular outcomes, program development, lecturing, presenting and mentoring for product development, transportation design and interdisciplinary programs, in addition to support of recruitment, marketing, media relations, community outreach, operational management and institutional advancement activities.

Process – Direct application of design methodology to non-traditional projects, including economic development, strategic planning and curricular development.

CAREER PROGRESSION

- 2003 - present **Cleveland Institute of Art**, Cleveland OH
Chair/Head, Department of Industrial Design
Anne Fluckey Lindseth Professor of Industrial Design,
- Planned and managed (or co-managed) the annual Spring Design Show and co-planned and managed the 'Invent Your Future' Conference.
 - Planned the layout of the new CIA Design Facility, coordinated the transition of my department from the old facility to the new, including set-up of the new facility. Activities included planning the use of space, student, faculty and guest experience, furniture, finishes, displays and signage.
 - Modernized the industrial design curriculum.
 - Spearheaded the growth of the design programs in size, quality and recognition, including first-ever rankings by Business Week and Design Intelligence.
 - Initiated revenue-generating projects, including the \$1m program to redesign the HUMVEE for improved safety and advanced design exercises for Rubbermaid

and Nissan.

- Foster industry partnerships with Stryker, Fisher Price, Little Tikes, Hasbro, Moen, General Motors, Fiat-Chrysler and many others.
- Dramatically increased internship rates and quality, dramatically increased rate of hiring into top design US studios.
- Responsible for direct management of up to fourteen faculty and staff members, in addition to up to twenty percent of the student body.
- Committee Member; Academic Advisory Cabinet, Presidential Search, Strategic Planning Steering, Academic Program Planning, multiple faculty and administrator searches, curriculum and others.

2006 - 2010

Cleveland Institute of Art, Cleveland OH

Chair, Design Environment

- Involved in management of personnel, budgets, facilities and curriculum for the area that includes Communication, Industrial and Interior Design.
- Member of Environment Chairs Council, a six-person advisory group to the Provost and Dean of Faculty that develops recommendations for academic and administrative policy. ECC representative to the CIA Cabinet.
- This position ended when the overall leadership structure was changed.

2003 – present

Design Consulting & Abeo Design LLC (since 2012), Lakewood OH

Founder & Principal Designer

- Founded consultancy that emphasizes sustainably designed products.
- Designed the Hive Workstation made from reclaim materials.
- Managed marketing, sales and production, including sales to academic institutions (including Stanford University) and private industry.
- Independent and collaborative contract design for domestic and international clients.
- Work includes all aspects of the design process for clients in the areas of commercial and consumer electronics, medical products, plumbing fixtures, home appliances, retail, urban design and city planning.
- Expert Witness in intellectual property cases (design and utility patents), including case analysis, strategy development, exhibit development, report preparation and deposition (toe stretcher infringement 2009, bomber cup infringement 2012, tooth brush infringement 2014 and play yard infringement 2014/15)

2017 – present

nCamp LLC, Cleveland OH/Baltimore MD

- Founder & Principal Designer
- Developed nCamp as a brand and a growing product-line. Managed the development of the nCamp products through production.
- Development of the business, marketing and social media strategy and materials that resulted in sales to bricks & mortar and online retailers.

2006 - 2010

District of Design Cleveland, Co-Founder

- Collaborative effort with Dr. Edward Hill, Dean of the Levin College of Urban Affairs at Cleveland State University on this effort focused on design-centered regional economic development.
- Developed three-prong strategy involving place-making, thought leadership and industry building.
- Resulted in a concentration of design studios in a Downtown Cleveland neighborhood (place making).
- Resulted in, involved with the launch (in August 2008) and continued support of Design Lab Early College High School, a design-based STEM school (Science,

Technology, Engineering and Math). Part of the Cleveland Metropolitan School District (thought leadership).

- Resulted in the implementation of the Manage by Designing program at The Weatherhead School of Management (thought leadership).
- Resulted in the creation of the Industrial Design Technologies program at Cuyahoga Community College (thought leadership).
- Resulted in the '17 Swedish Designers Exhibition' US debut at The Cleveland Institute of Art in November 2009 (thought leadership).
- Resulted in the launching of industry 'design exchanges' where local corporate design studios share knowledge, techniques and best practices (thought leadership).
- Resulted in national and international press, in addition to visits by dignitaries from China, Korea and Sweden (thought leadership).
- Resulted in new-venture development with American Innovative Products, intended to create start-up companies based on student ideas. Currently two pilot projects are preparing to launch (industry building).

1997 - 2003

Altitude, Inc., Somerville MA

2002 - 2003

Director of Design

1999 – 2002

Design Manager

- Member of the core management team that guided all company decisions.
- Directed eight designers and managed all aspects of product development.
- Business Development, including generating leads, prospective client presentations, proposal writing and client management.
- Clients included; Black&Decker, Colgate, DEWALT, Motorola, Polaroid, Symbol Technologies, Tupperware, Sunbeam, Kensington, Microsoft and Sun Microsystems.
- Managed the design and implementation of a new state-of-the-art product development studio.

1997 – 1999

Senior Designer

- Lead designer and team member for consumer, commercial and medical + scientific product development projects.

1994 - 1997

Arthur D. Little (now TIAX), Cambridge MA - Industrial Design Consultant

- Member of the Technology & Product Development Group, which focused on ground-up development of new technologies and products.
- Involved in all aspects of the design process as a member of medical + scientific, commercial and consumer product development teams.
- Lead designer on projects for clients such as Baxter Healthcare, Clintec, Unilever and The US Army Natick Research Lab.

1991 - 1994

Greenlee-Hess Industrial Design, Inc., Cleveland OH - Industrial Designer

- Staff designer involved in all aspects of the design process including research, concept generation, refinement, presentation preparation and prototype development.
- Designer on projects for clients such as DataHand, Harris Farinon, Heidelberg Harris, Harris Calorific, Lincoln Electric and Roamer Corporation.

1993 - 1994

Cleveland Institute of Art, Cleveland OH - Visiting Artist in Industrial Design Department and Transportation Design Instructor for the Young Artist Program

EDUCATION

- 2009 – 2013 **Weatherhead School of Management** at Case Western Reserve University, Cleveland OH – coursework toward PhD in Management (Information Systems/Design Emphasis)
- 1986 - 1991 **Cleveland Institute of Art**, Cleveland OH - 5-year BFA degree awarded in Industrial Design.

AWARDS, HONORS & OTHER ACTIVITIES

- 2020 2nd Time Winner, **Best of the Best** Camping Coffee Maker by BestReviews
- 2020 Winner, **Schreckengost Teaching Award** from the Cleveland Institute of Art (May)
- 2019 Panelist, in an discussion following an IDSA-sponsored screening of the 2018 film 'Rams' about the legendary designer Dieter Rams (October)
- 2018 Winner, **Best of the Best** Camping Coffee Maker by BestReviews - nCamp Cafe'
- 2018 Initiator of the **X-Perspective: CIA Women in Design** Exhibition (an exhibition and workshop in the CIA Atrium intended to raise awareness of recent CIA graduates and their work)
- 2017 Participant, **Biomimicry NSF Grant** Planning Session at the University of Akron
- 2017 Attended, the **Outdoor Retailer Exhibition** in Salt Lake City UT, to demonstrate the nCamp Stove and identify retailers
- 2017 Presenter, the **REI Innovator Series** in Seattle WA, to present the nCamp product line
- 1993 - 2011 Member, **Industrial Design Society of America (IDSA)**
- 2008 – 2012 Advisor, Case Western Reserve University Weatherhead School of Management **'Manage by Designing'** Program
- 2010 Recognized, for design-related vision and leadership, **Cleveland City Council**
- 2008 Attendee, **IDSA Seminar** – 'Service as an Expert Witness in Design Patent Litigation'
- 2008 Alternate Juror, **Cleveland Arts Prize** – Design Committee
- 2007 Selected as one of the **Forty Under 40**, Crain's Cleveland Business
- 2007 Invitee, **Honorary Committee**, Lakewood (OH) Public Library Foundation Gala
- 2006 Recipient, **Civic Innovation Lab Grant** – awarded for development of District of Design
- 2006 Selected as one of the **Most Admired Industrial Design Educators** by Design Intelligence - among US Industrial Design programs

- 2006 - present Member, **Art Selection Committee**, Lakewood (OH) Public Library
- 2005 Winner, **Industrial Design Excellence Award (IDEA) Gold Award** – Niton XRF Scanners
- 2004 Winner, **Industrial Design Excellence Award (IDEA) Catalyst Award** – DEWALT Heavy Duty Worksite Radio/Charger – Considered the top IDEA/Business Week prize, awarded for design and business success.
- 2003 Winner, **Cleveland Lakefront Design Competition** – Competition sponsored by The Plain Dealer (newspaper) and City Planning Commission. Fifty design, architecture and planning firms participated in the competition.
- 2002 Winner, **Industrial Design Excellence Award (IDEA) Gold Award** – Malden Mills Polartec Heat Blanket
- 2002 Winner, **Industrial Design Excellence Award (IDEA) Bronze Award** – Polaroid SprintScan
- 2000 Winner, **Industrial Design Excellence Award (IDEA) Silver Award** - DEWALT Heavy Duty Worksite Radio/Charger
- 2000 Winner, **Industrial Design Excellence Award (IDEA) Silver Award** – Symbol Technologies PDT7200
- 1993 Winner, **ID Magazine Design Distinction Award** - Portable Computer Concept
- 1993 Winner, **Forma Finlandia Honorable Mention** - Portable Slide Projector Concept

LECTURES | EXHIBITIONS

- 2015 - 2020 Lecture, **Case Western Reserve University** (Jan, May& Sep) – Presentation over two classes about Design as Art and Ergonomics to biomedical engineering students
- 2019 Exhibition, **CIA Faculty Exhibition** (Sep-Oct) – Exhibition of Gen 2 nCamp products and the associated social media content.
- 2018 - 2019 Workshop, **Swagelok – DTN** (Sep) – Lead organizing a 2-day workshop and worked with two-dozen key stakeholders on approaches to improving innovation.
- 2018 Exhibition, **CIA Faculty Exhibition** (Sep-Oct) – Exhibition of nCamp products intended to place an emphasis on the aesthetics of a functional object.
- 2017 Exhibition, **CIA Faculty Exhibition** (Sep-Oct) – Exhibition depicting the nCamp product and brand development process.
- 2017 Lecture, **Swagelok – Innovation** (Sep) – Presented to key stakeholders to recommend and discuss approaches to improving innovation.

- 2016 Workshop, **Swagelok – Design Thinking** (Oct) – Facilitator of a half-day event with the Swagelok Leadership team. Industrial Design Students lead small teams through a creative exercise.
- 2016 Exhibition, **CIA Faculty Exhibition** (Sep-Oct) – Exhibition of curriculum-oriented concept project associated with a Kickstarter Campaign
- 2015 Guest Faculty, **Central Academy of Fine Art (CAFA)** in Beijing (Dec) – Conducted one-week workshop for International Foundation Students
- 2015 Panelist, **CWRU Innovation Summit** (Oct) – Event that brought global experts to discuss many aspects of innovation
- 2015 Exhibition, **CIA Faculty Exhibition** (Sep-Oct) – Exhibition of curriculum-oriented concept project that included demonstration video links
- 2014 Keynote Presentation, **Cleveland Museum of Natural History** (Nov) – Presentation about Viktor Schreckengost, related to the preview of the Mammoths and Mastodons Exhibition
- 2014 Guest Faculty, **Central Academy of Fine Art (CAFA)** in Beijing (Oct) – Conducted one-week workshop for International Foundation Students
- 2014 Exhibition, **CIA Faculty Exhibition** (Sep-Oct) – Exhibition of multiple projects
- 2014 Co-keynote, **Swagelok Innovation Awards Event** (Jun 11) – Presentation about a formula for Innovation
- 2013 Guest Faculty, **Central Academy of Fine Art (CAFA)** in Beijing (Oct) – Conducted one-week workshop for International Foundation Students
- 2013 Speaker, **IDSA District Conference** (Apr 12) – Presentation of key initiatives during my tenure at CIA
- 2012 Lecture, **Kent State CUDC** (Oct 26) – Presentation of Hive development
- 2012 Exhibition, **f*sho** (Sep 7) – Exhibition of Hive Workstation
- 2012 Exhibition, **CIA Faculty Exhibition** (Sep-Nov) – Exhibition of Hive Workstation
- 2010 Speaker, **Hathaway Brown Education Innovation Summit** (Nov 5) – Discussion of role of art and design in education
- 2010 Keynote (with Edward Hill), **CSU About Town Lecture Series** (Jan 21, Feb 2)
- 2009 Keynote, 29th Annual Cuyahoga County Regional **Scholastic Art Exhibition** (Jan) – discussed the importance of art and design
- 2008 Lecturer, **Kent State University** (Feb) - District of Design presentation
- 2007 Speaker, **The City Club of Cleveland** (Jul 18) – “Changing the Face of Cleveland”

2007	Guest Critic, Kent State University (Apr)
2007	Exhibition, Design Values 2 (Jul) - included District of Design work
2007 - 2012	Lecturer, CWRU School of Law – innovation, IP, development law
2007 - 2012	Lecturer, CWRU School of Engineering – product development
2007	Panelist, Lakewood Alive Forum (Feb) – developing an arts district
2007	Speaker, CSU Forum (Jan) – District of Design public presentation
2006	Speaker, Mt. Union College (Mar) - the future of automotive design
2005 - 2009	Lecturer, Case Weatherhead School of Management – discussion of creative process with engineering management and MBA students
2005	Speaker, IDSA Midwest District Conference (Apr) - changing design education
2005	Speaker, University of Brighton , UK (Jan) - Sculpture and Design Symposium
2003 - 2007	Exhibition, CIA Faculty Exhibition
2001	Exhibition, Disturb, Design, Delight (Aug)
2001	Speaker, Umbrales - Design Symposium in Monterrey, MX (May)
2001	Speaker, The Cleveland Institute of Art (Feb)
2000	Exhibition, DrawnTogether (Jul) – CIA Alumni Exhibition

PUBLICATIONS | PRESS

2019	Quoted, Motor Authority (Jan 30) – “Hyundai’s chief designer: We’re chasing legends now, not just sales”
2018	Interviewed, Stantec Design Quarterly Issue 2 (Apr) - Culture by Design
2017	Quoted, The Plain Dealer (May) – “Cleveland Institute of Art Seniors Gear Up for BFA Week”
2016	Featured, The Plain Dealer (Dec) – “Northeast Ohio Makers 2016”
2016	Featured, Lakewood Observer (Sept 13) – “Lakewood Professor Teaches Entrepreneurship”
2016	Featured, Gear Institute (Sept 2) – “This Week in Gear”
2016	Featured, The Plain Dealer (Jan 24) – “Capturing art with light”

- 2015 Interviewed, **WCPN/PBS Applause** (Aug 26) – discussion of the CIA Unified Campus
- 2015 Interviewed, **WCPN/PBS Sound of Ideas** (May 26) – participated in a retrospective of New Hill, former Dean of the CSU College of Urban Affairs
- 2015 Quoted, **FreshwaterCleveland.com** (Apr 16) – “Innovation by design: How CIA students are transforming Cleveland”
- 2015 Noted, **The Plain Dealer** (Jul 5) – “Art institute is ready to take a new course in an Uptown era”
- 2015 Interviewed, **WCPN/PBS Applause** (Feb 18) – discussion of CIA Design alumni career paths
- 2014 Quoted, **The Plain Dealer** (Jul 9) – “Cleveland Institute of Art solidifies its position as a world-class transportation design school”
- 2013 Featured, **Cleveland Magazine** (Apr) – Big Ideas Issue – “Work, Reinvented”
- 2013 Author, ‘**The Industrial Design Reference & Specification Book**’ (originally published in 2006 as ‘**Process, Materials, Measurements**’)
- 2012 Featured, **WKYC TV** (Dec 28) – See the Possible – “Using Old Houses”
- 2012 Featured, **FastCompany CoDesign** (Oct 24) – “Cubicles Made from the Detritus of Demolished Buildings”
- 2012 Featured, **The Plain Dealer** (Oct 20) - “Art School’s Hive workstations recycle wood from razed Cleveland homes”
- 2012 Featured, **core77.com** (Sep 18) – “More Urban Mining: ID Professor Turns Demolished Houses into Workstations”
- 2012 Featured, **Lakewood Patch** (Sep 17) – “Lakewood Man Making a Difference with Good Design”
- 2012 Quoted, **The Plain Dealer** (Apr 28) – “Design students’ creation steals the Spring Show”
- 2012 Quoted, **The Plain Dealer** (Mar 26) – “Making furniture out of torn-down houses keeps materials out of landfills”
- 2012 Quoted, **The Plain Dealer** (Mar 25) – “Case Western Reserve University opens high tech workshop for students, faculty and staff”
- 2011 Quoted, **The Plain Dealer** (Apr 22) – “Design students promote ideas, themselves at show”
- 2010 Interviewed, **WVIZ/PBS Applause** (Nov 18) – discussion of Amish furniture design
- 2010 Noted, **FreshwaterCleveland.com** (Nov 11) – “reduce, recycle, refurbish, repeat: how cle is becoming a leader in deconstruction”

2010 Noted, **The Plain Dealer** (Oct 10) – “Design dreams follow Schreckengost’s lead”

2010 Noted, **The Plain Dealer** (Sep 19) – “Promoting America’s da Vinci”

2010 Quoted, **Ohio Authority** (Aug 24) – “The Art of Motoring”

2010 Quoted, **Ohio Authority** (Aug 19) – “Someone for Everyone”

2010 Featured, **Ohio Authority** (Aug 17) – “Future Forward”

2010 Noted, **The Plain Dealer** (Jul 21) – “Furnishing the Future”

2010 Television Interview, **Neotropolis** (May 21) – “Merging Management with Design”

2010 Noted, **The Plain Dealer** (Jan 18) – “Design of District backers try to lure Amish Craftsman”

2009 Featured, **CBC Magazine** (May) – “No Delay By Design”

2008 Author, **Innovation Magazine** (Winter) – “Academic Transformation”

2008 Featured, **ID Magazine** (May) – “Q+A” about the District of Design

2008 Noted, **The Plain Dealer** (May 24) – “Two Worlds, One Vision”

2008 Radio Interview, **WCPN Around Noon** (May 20) - Toy Design with Andrea Buchanan

2008 Noted, **The Plain Dealer** (May 19) – “Designing Growth”

2008 Television Interview, **WKYC Weekend Morning Show** (May17) – Toy Design

2008 Noted, **The Plain Dealer** (May 15) – “Design District: Beyond Concept”

2007 Quoted, **The Plain Dealer** (Dec 23) – “Consumer Product Design a Boost to Region’s Economy”

2007 Noted, **Crain’s Cleveland Business** (Nov 19-25) – “Forty under 40”

2007 Radio Interview, **WCPN Sound of Ideas** (Sep 18) - Car Design with Ed Welburn (Global Vice President for Design at General Motors)

2007 Quoted, **The Plain Dealer** (Aug 14) – “Design District Backers Visit Sweden, Looking to Add Cool”

2007 Quoted, **The Plain Dealer** (Feb 8) – “Big Things Come from Little Institute in Design Contest”

2007 Subject of Article, **Cleveland Magazine** (Feb) – “Mind on a Mission”

2007 Noted, **The Plain Dealer** (Jan 27) – “Product Design District Planners Preparing Real Estate Packages”

- 2007 Radio Interview, **WCPN News** (Jan 4) – HUMVEE Redesign Project
- 2006 Noted, **The Plain Dealer** (Dec 8) – “Cheers”
- 2006 Quoted, **The Plain Dealer** (Dec 6) – “Cleveland Institute of Art to Help Redesign Humvee”
- 2006 Radio Interview, **WCPN Sound of Ideas** (Nov 28) - District of Design
- 2006 Television Interview, **WVIZ Feagler & Friends** (Nov 17) – District of Design
- 2006 Noted, **The Plain Dealer** (Nov 14) – “Centenarian’s Legacy Could Bolster District”
- 2006 Noted, **The Plain Dealer** (Oct 29) – “Laying Out a Dream: District of Design”
- 2006 Noted, **The Plain Dealer** (Oct 27) – “Cheers”
- 2006 Quoted, **The Plain Dealer** (Oct 22) – “Experts Designing a Plan for Downtown Cleveland”
- 2006 Noted, **Business Week** (Oct 9) – “Best Design Schools”
- 2006 Quoted, **The Plain Dealer** (May 9) – “Student Designers Need More Time to Show Off”
- 2006 Quoted, **Detroit News** (Mar 12) – “Auto Makers Driven to Find Minority, Female Designers”
- 2006 Radio Interview, **WCPN Around Noon** (Jan 26) – “Step into the FUTURE”
- 2005 Quoted, **The Plain Dealer** (Oct 11) – “Art Institute Creates a Go-To Place for Area Businesses with an Idea”
- 2005 Quoted, **The Plain Dealer** (May 19) – “Art Institute Students Take Logic and Build on it”
- 2005 Radio interview, **WDOK Cleveland Connection** (Apr) - discuss design opportunities/impact
- 2005 Quoted, **Crain’s Cleveland Business** (Jan 3-9) – “A Healthy Dose of Design”
- 2004 Radio interview, **WDOK Cleveland Connection** (Apr) - discuss CIA Industrial Design program and profession
- 2004 Article, **Innovation Magazine** (Fall) – “Charge It!” (documentation of DEWALT Worksite Radio/Charger development process)
- 2003 Noted, **The Plain Dealer** (Nov 23) – “Visions for the Shoreline”
- 2003 Noted, **The Plain Dealer** (Nov 18) – “Lakefront Development Plans Pique Public Interest”

- 2002 Article, **Innovation Magazine** (Fall) – “Business Phone Made Simple” (documentation of the PingTel IP phone development process)
- 2002 Article, **Innovation Magazine** (Fall) – “Feel the Heat” (documentation of the Malden Mills ‘Heat’ blanket development process)
- 2002 Article, **Design Management Institute Journal** (Winter) – “Why Good Design Doesn’t Always Guarantee Success” (documentation of the importance of considering all brand touch points)
- 2002 Noted, **Adbusters Magazine** (Mar/Apr) – “Disturb, Delight, Design”

PATENTS & TRADEMARKS

- 2016 - present multiple pending design and utility patents
- 2018 D833794 (Nov 20) – Coffee Pot
- 2018 5411843 (Feb 27) – Logo (design plus words, letters and/or numbers)
- 2018 5396136 (Feb 6) – NCAMP (standard character mark)
- 2004 D502,839 (Mar 10) – Four Slice Toaster
- 2004 D520,801 (Mar 10) – Two Slice Toaster
- 2003 D515,816 (May 12) - Electric Toothbrush Handle
- 2003 D515,815 (May 12) - Electric Toothbrush Handle
- 2003 D500,207 (May 12) - Electric Toothbrush Handle
- 2003 D493,960 (May 12) - Electric Toothbrush Handle
- 2002 D473,640 (May 13) - Breath Actuated Inhaler
- 2000 D439,593 (Feb 1) – Compact Photographic Apparatus
- 1999 D444,459 (Aug 11) – Protective Assembly
- 1998 D418,836 (Oct 5) - Radio
- 1996 5,922,278 (Nov 19) – Method and Apparatus for Inactivating Contaminants in Biological Fluid
- 1994 D361,073 (Mar 1) – Microwave Radio Enclosure