

# Greg Burkett

## Experience

### Design Researcher

*Motorola Enterprise Grant, MAR 2009 – AUG 2009*

Currently engaging in exploratory research and design on a team of designers, design researchers, and psychologists to define the future of Motorola's police product strategy.

### Design Research Intern

*M3 Design, JUN 2008 – AUG 2008*

Assisted in research efforts, helped to build a methodology unique to M3, and used my industrial design background to make the approach more meaningful for the firm as part of the inaugural design research team. Our work changed M3's approach and brought a medical device to market.

### Teaching Assistant

*InnovationSpace & Junior Studio, AUG 2007 – MAY 2009*

Helped to guide 9 four-person transdisciplinary sponsored teams of senior design, business, and engineering students through the product innovation process. Resulted in 9 viable product concepts, several of which are in funded development. Previously co-taught junior design studio.

### Designer

*R.W. Larson Associates, JAN 2006 – AUG 2007*

Collaborated with Architects, Interior Designers, Engineers, and Branding professionals to deliver unique consumer banking experiences, of which several have evolved in to prototype branches.

## Education

### Master of Science, Design Research and Methods

*Arizona State University, 2009*

Focused study of qualitative design research and design strategy. Coursework included visual ethnography, human factors, sustainability & enterprise, and design methodology.

*Master's Thesis:* Fixing Things – Understanding the Experience of Repairing Consumer Products.

*Conference Planning:* Helped start a design research conference at ASU; cochaired its follow-up.

*Sustainability & Strategy:* Learned the Natural Step's strategic sustainability approach to business.

### Bachelor of Science, Industrial Design

*The Art Institute of Pittsburgh, 2005*

My introduction to design and innovation. Here I honed my visual and industrial design skills and collaborated with Carnegie Mellon University to design and build an off-grid home for the elderly.

## Skill Set

### Research and Strategy

- Planning and conducting qualitative research
- Screening and recruiting participants
- Participatory and empathy-based methods
- Analyzing and synthesizing qualitative data
- Synthesis of research into design strategies, frameworks, personas, IA, and creative fuel
- Strategic approach, able to connect peoples' needs to business strategy and sustainability

### Communication

- Capable of communicating research insights and design decisions to teammates and clients
- Well honed visual and oral presentation skills
- Experience working with many disciplines

### Design

- Passion for design methods and process
- Trained in ideation and creativity methods
- Quick sketching and prototyping
- Work at the intersection of product, interaction, environment, service, and communication design

### Technical

- Expert in Photoshop, Illustrator and InDesign
- Knowledge of HTML, CSS, and Flash
- Experienced in Microsoft Office suite and SPSS
- Skilled in photography, capable with video

### Miscellany

- Awarded Fellowship / Assistantship, ASU
- Cochair, *Exposed: A Design Research Exchange*
- Planning team member, *From Here to There Design Research Symposium*
- Solar Decathlon Team: *Pittsburgh Synergy*, 2005; 4th in both Dwelling and Architecture  
Featured, *TreeHugger* and *DIY Network*