

Angela Meyer

angela@designasterisk.com
+44(0) 7798 767 799
London, UK
designasterisk.com/portfolio

PROFILE

I have ten years of experience directing design strategy and leading teams to explore, define and solve problems for public and private sector clients. My expertise is in using design methods to tame complex business and social problems and increase both profit and social capital. I am motivated by a profound commitment to human-centred design and a desire to create value and bring about change by understanding and generating great product and organisational experiences.

WORK EXPERIENCE

Independent Consultant

01/08 – present

Offered a range of services including design strategy, planning, research, and facilitation. Focus on thought leadership in design management, service design, design education and capability development.

Key accomplishments:

- Developed curriculum for design and innovation course for MBA students at the University of Virginia's Darden School of Business.
- Taught design course modules and coached MBA students in innovation projects.
- Worked with a public affairs firm to install design practices and improve the value of their client outputs by incorporating better information design.
- Provided facilitation and workshop support for internal design sessions with managers and front line staff at a Fortune 500 health care provider.
- Conducted ethnographic research in New Zealand to help uncover new product opportunities for one of New Zealand's largest banks.
- Created design capability mapping, developed position descriptions, and managed recruitment drive for 2nd Road, a Sydney-based design strategy consulting firm.

Consultant and Practice Leader

2nd Road
Sydney, Australia
07/05 – 12/07

Provided strategy, design, and management consulting to top Australian corporate and government organisations, including Suncorp, AMP, Commonwealth Bank of Australia, IAG, ASB New Zealand, the Australian Tax Office and the Australian Government Department of Families, Community Services and Indigenous Affairs. Delivered design workshops and formal design training for corporate and government groups.

Key accomplishments:

- Planned, designed, and managed an organisation-wide design transformation programme at one of Australia's top-15 companies.
- Introduced new design research practices and developed user-centred design methods inside the consulting practice and with clients.
- Led the internal development of design roles and oversaw the addition of six new designers as part of the consulting practice.
- Successfully directed collaborative design projects within client organisations and worked to transform business teams into functioning design teams.
- Coached and mentored design managers inside client organisations.
- Participated directly in service design projects, including planning, design research and prototyping activities.

Project Leader
*USPS Domestic
Mail Manual
Transformation
Project*

*performed as a
member of
Research Faculty
Carnegie Mellon
School of Design
Pittsburgh, PA
11/01 – 05/05*

*(Pilot Project
Team Member
06/01 - 08/01)*

Planned and directed a large-scale sponsored research project to design a system of information products for the US Postal Service utilising a human-centred, task-based approach. Managed a team of two full-time staff, three faculty advisors, and 15 masters and PhD students in a highly collaborative team environment. Identified and targeted three major segments of the USPS's customer base to conceptualise the restructuring of information and navigation in print and 508-compliant online solutions. PDF and HTML samples available at <http://pe.usps.gov/text/dmm300/pub268.htm>.

Key accomplishments:

- Directed a \$3 million project budget over three years.
- Successfully managed a 15-member team to deliver award-winning design solutions on schedule and below cost estimates.
- Met aggressive client goals to roll out a large-scale document redesign on accelerated schedule, improving existing document system technology and simplifying standard operating procedure.
- Designed qualitative user research activities throughout the project involving more than 400 customers and internal users.
- Utilised user-centred design methods to identify, plan and execute relevant, useful, and meaningful information products that changed organisational culture.

Information Designer
Graduate Internship

Morningstar, Inc.
Chicago, IL
06/00 - 08/00

Interface Design: Performed usability research and evaluations to inform the design of a web-based investment education and advice program. Conducted general task flow analysis and usability audit.

Print Design: Developed content and information design for company trademark style manual. Assessed current industry practices and established guidelines and standards of use, providing a visual and verbal articulation of best practices that was distributed company-wide.

Key accomplishments:

- Introduced task analysis and heuristics review to product development model.
- Invited participation of company stakeholders in the design process.
- Developed and implemented recommendations for company best practices.

Information Designer
*Teen Drivers Website
Development Team*

Pennsylvania Department
of Transportation
Pittsburgh, PA
1/00 - 6/00

Project manager and content developer for teen driving safety website. Developed project work plan and designed instruments for user research. Conducted focus groups and usability testing. Designed information structure and researched, conceptualised and wrote site narratives. Collaborated with illustrator on storyboards and execution of visual supports for the narrative. <<http://www.dmv.state.pa.us/crossroads/index.html>>

Key accomplishments:

- Planned and led teen focus groups and interviews to identify user needs.
- Defined communication problem and developed technology-appropriate solution.
- Integrated challenging educational message with policy goals.

OTHER EXPERIENCE

Alumni Affairs Officer

MIT
Cambridge, MA
7/97 - 6/99

Managed multi-million dollar annual and reunions alumni fundraising and planned giving programs. Produced direct mail and print communications associated with reunions and class programs. Organised regional cultivation events and mailings. Integrated institutional development goals with alumni program initiatives.

Development Associate

The Computer Museum
Boston, MA
4/95 - 6/97

Managed annual fundraising and major gifts program. Researched and wrote grant proposals. Wrote and developed fundraising collateral materials. Coordinated special events, exhibit openings, corporate cultivation and donor functions. Provided support for corporate relations, annual fund, and membership programs.

EDUCATION

Master of Design, Communication Planning & Information Design
Carnegie Mellon University, Pittsburgh, PA, 2001

Master of Arts, Women's Studies
University of York, UK, 1992

Bachelor of Arts, English Literature, cum laude (minor Fine Arts)
University of Miami, Coral Gables, FL, 1990

PUBLICATIONS, PRESENTATIONS, & HONOURS

Hertie School of Governance, Berlin, Germany, March 2010
Lecture: *Exploring the Organisational and Cultural Influence of User-Centred Design: Insights for Public Policy*

Darden Visiting Executive, 2008-2009 and 2009-2010
Darden School of Business, University of Virginia

"Embedding Design Practice Within Organisations," in Cooper, R. Junginger, S. and Lockwood, T. (eds), *The Handbook of Design Management* (Oxford: Berg Press, forthcoming, 2010).

Society for Technical Communications:

- 2003-2004 International Technical Arts Competition Award of Excellence, Informational Materials Design, for *A Guide to Mailing for Businesses and Organizations*.
- 2002-2003 International Technical Publications Competition Award of Excellence, Informational Materials, for *A Customer's Guide to Mailing*.

The Power of Design: AIGA National Design Conference, October 2003, Vancouver, BC
Focused Session Presenter: *A Broader View of Design*.

The National Postal Forum, September 2002, Boston, MA
Program Presenter: *User-Centered Design and the New DMM*.