



Kipum Lee, PhD | Biosketch

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I am a strategy executive, design leader, scholar, and board member. My work and research interests focus on bringing transformational strategies to life in complex systems and building quality experiences for people through great products and services. I am one of the voices in the field of *leading by design*, having been a featured speaker on the topics of innovation, healthcare transformation, economic development, design, design management, and user experience. I believe design, at its best, is a vehicle for innovation that enables both here-and-now and follow-on action, generates measurable and meaningful value, and improves the lives and well-being of all those who are served by organizations and institutions.

Currently, I serve as **Vice President of Innovation & Product Strategy at University Hospitals Health System (UH)** in Cleveland, Ohio. I manage a team of innovators within **UH Ventures**—the innovation and commercialization arm of UH structured within the Office of Strategy & Innovation—where we use human-centered design to devise new products and services for patients, families, and caregivers. My work involves overseeing the following portfolio of enterprise activities: identifying high-value problems, shoring up internal/external resources that caregivers need to innovate, and shaping programmatic engagements that enhance a culture of entrepreneurship and innovation at and beyond the health system.

I also engage in advancing intentional collisions between research and practice via two faculty appointments at **Case Western Reserve University**. As an **Assistant Professor** within the **Department of Design & Innovation at Weatherhead School of Management** and **Department of Medicine at the School of Medicine**, I promote and participate in the transdisciplinary approach to innovation discovery and experimentation. In this role, I have taught design and innovation to many designers, engineers, MBA students, and executives.

I started my career at two innovation firms, **IDEO** and **frog design**, with projects focused on health and wellness. One of the projects was Project Masiluleke, a mobile initiative in South Africa around HIV awareness and the creation of an HIV self-testing service. *The Economist* has hailed this work as “the world’s largest field trial in mobile health technology” ([link](#)) and part of my work on this project is featured in a Yale School of Management case study ([link](#)).

At **Marriott International**, I was the product architect for the launch of the organization’s mobile app offering. Marriott Mobile (now Marriott Bonvoy) debuted at #4 on the iTunes App Store top charts (#1 in the travel category) in 2011, and soon thereafter accounted for over 40% of mobile transactions by enabling same-day booking for guests. It was also the third largest mobile commerce platform in the world based on sales (\$329M in 2011 and \$730M in 2012), after Amazon and Apple, and as of year-end 2022, with more than 177 million members (as of May 2017, generating 30% of Marriott’s \$17B revenue). The human-centered design work of my team is recognized in a 2017 CIO.com article, “How Design Thinking Drives Marriott’s Digital Strategy.” ([link](#))

Outside of work, I serve as a board member on several non-profit organizations (including JumpStart, Inc) and also serve as an editor of *Design Issues*, a peer-reviewed journal published by MIT Press, where current and emerging issues in design theory, history, criticism and practice help ground and shape the field ([link](#)).

Kipum Lee, PhD | Professional & Academic CV

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PROFESSIONAL EXPERIENCE

UNIVERSITY HOSPITALS HEALTH SYSTEM

1/2016 - Present

University Hospitals (UH) is a health system in Northeast Ohio (USA)—with 30,000+ caregivers, 20+ hospitals, 50+ health centers & outpatient facilities—that generates \$5.4 billion in total annual revenues

Vice President, Innovation & Product Strategy

1/2022 - Present

- Lead the innovation and product strategy portfolio of work (UH Ventures) where the focus is on (1) generating alternative sources of revenue for UH via new business models and (2) improving quality of patient, family, and caregiver experiences through the creation or co-development of new products and services. The most promising opportunities, in turn, become well-positioned for better adoption, commercialization support, and investment consideration
- Lead human-centered design initiatives and collaboration with external/corporate partners aimed at building a culture of innovation and entrepreneurship across the Northeast Ohio ecosystem
- Lead Sr Steering Committee (2022-2024) of the Cleveland Innovation District, the regional multi-institutional innovation coalition supported by JobsOhio; serve as chief of staff for CEO roundtable and initiative chair (CEO of UH) and represent UH's focus on "research & product innovation"
- Oversee two accelerator programs (non-dilutive/non-investment, concept development funds) and "Innovation Days" that spur internal innovation and award capital to advance the most promising opportunities. Programmatic funding streams for intrapreneurs total over \$6M to date
- Manage product development \$3M+ budget, co-manage Innovation Center's \$7M+ budget, and oversee \$32M+ in revenues sourced from philanthropic gifts, grants, and advisory services
- Launched the Veale Initiative for Health Care Innovation, provide oversight over the \$10M budget

Managing Director, UH Ventures

4/2018 - 12/2021

- Built and managed an innovation engine for health system
- Co-built a team whose responsibilities include: creation of new products and services with aim toward internal use and commercialization, advisory services (i.e., product consulting), co-development work with industry players and startups, pipeline management and prioritization, and programming efforts (e.g., innovation summits and events) to engage staff
- Built product offering and capability (digital health, medtech, and user experience design) that generates top-line revenue for system and tees up the most viable engagements for investment consideration; built a "living lab" framework that underlies these offerings
- Co-led UH Alternative PPE Taskforce and launched UH Healthy Restart (helping businesses reopen safely) reporting into system command center during COVID-19 pandemic response and recovery

Director of Innovation

1/2016 - 12/2021

- Served as the key business partner to the Chief Innovation Officer (CINO) to identify, prioritize and implement innovation initiatives at University Hospitals before innovation functions were integrated into UH Ventures
- Built team of innovators and designers; managed \$2.5M budget
- Built innovation resources and tools for caregivers (e.g., idea intake platform, how-to guides for innovators and inventors) and a leadership learning platform (e.g., "Innovation by Design," most-engaged LMS course) that offers innovation and design thinking tools for use in healthcare

MICROBAC LABORATORIES | Head of Design

5/2014 - 12/2015

Responsible for amplifying design thinking in a mid-sized, privately-held organization; reported directly to the CEO; established design capability in organization via a portfolio of design projects

Led as co-chair of the Advisory Council to the CEO

Architect of corporate-wide initiatives under the overarching vision of Client Experience

MARRIOTT INTERNATIONAL | Senior Interaction Designer

9/2008 - 5/2014

Led product development to expand guest services through new digital products, including Marriott's first suite of mCommerce applications and on-property digital services—this became the 3rd most revenue generating mCommerce platform in the world after Amazon and Apple (according to the Internet Retailer's Mobile Commerce Top 300 Rankings); Platform generated \$329MM in 2011 and \$730MM in 2012; Marriott iPhone app ranked #1 travel app and #4 most downloaded free app in iTunes Store

Co-produced a 10 years-out digital experience strategy framework with a senior executive; Approved at the 'Heart and Soul' Executive Board meeting, which included Mr. Marriott, and was used to drive enterprise digital strategy

Led UX team's first ethnographic research (proposed and received \$100K budget) that informed organization-wide Leisure Strategy

Worked with the Insight, Strategy and Innovation (ISI) group to design for virtual-physical guest experiences targeting Millennials

FROG DESIGN | Interaction Designer

6/2008 - 8/2008

Contributed to Project Masiluleke, a global project to fight HIV/AIDS in South Africa through mobile technologies and home-testing kits, via insights research and framework creation

Worked on projects for Humana, GE and other clients

IDEO | Interaction Designer Intern

6/2007 - 8/2007

Explored ideas to develop concepts for an insulin delivery medical device

Worked on two projects for Eli Lilly

Various Clients | Strategy Consultant

9/2012 - Present

Noah Interior Design Consulting Group | Assistant Manager

5/2004 - 9/2004

Korea International Broadcasting Foundation | Co-host

1/2005 - 7/2005

Chungdahm Learning | Staff & Media Instructor

1/2005 - 6/2006

EDUCATION

Case Western Reserve University, Weatherhead School of Management

8/2010 - 8/2022

PhD in Management—Design & Innovation

Department of Design & Innovation with a focus on Information Systems

Thesis: "Doing Design: Design Thinking for Institution Building and Systems Change" ([link](#))

Advisor: Richard Buchanan, PhD

Carnegie Mellon University, School of Design

8/2006 - 5/2008

Master of Design (MDes) in Interaction Design

University of Pennsylvania, School of Design

9/2003 - 5/2004

Master of Architecture - *did not complete*

University of Pennsylvania, School of Engineering

9/1999 - 5/2003

Bachelor of Applied Science (BAS) in Biomedical Sciences, Mathematics minor

BOARD SERVICE	JumpStart, Inc Board Member	11/2022 - Present
	JumpStart (https://www.jumpstartinc.org) is a nationally recognized non-profit that unlocks the full potential of diverse and ambitious entrepreneurs to economically transform entire communities	
	Serve as co-chair of the Services Committee responsible for building investment pipeline (for JumpStart Ventures) and managing economic development for institutions in Ohio and US	
	Heritage Classical Academy Board Member	2/2023 - Present
	Christian education organization (https://heritageclassicalacademy.org) from pre-kindergarten to high school using the model of the trivium model of learning (grammar, logic, rhetoric of the seven liberal arts) developed by the ancient Greeks and Romans	
	Serve as member on the Trustee Committee and Culture & Values Committee	
	Served as advisory, non-voting board member from 2/2023-1/2024	
	Valley Art Center Board of Trustees Member	8/2022 - 8/2023
	Valley Art Center (Chagrin Falls, OH) focuses on visual arts education, exhibition, and events	
LEADERSHIP AWARDS	Stephanie Tubbs Jones Neighborhood Leadership Award	7/2020
	Leadership award presented by University Circle Inc. and the Greater University Circle Neighborhoods for serving the community via creation of the UH Healthy Restart Playbook during COVID-19	
	New Agency Selected “Change Agent” of Cleveland	2/2019
	For their 50th anniversary, Cleveland’s Museum of Contemporary Art (moCa) selected 50 individuals recognized for advancing creativity, dynamism, inclusion and innovation for the city and community	
	Design Management Institute (DMI) - Design Value Awards 2022 2nd Place	8/2022
	Guided and advised design and customer experience strategy for UH Cutler Center for Men (link)	
PROJECT AWARDS	Service Design Network (SDN) Awards 2022 Finalist	9/2022
	International design award for the design strategy work with UH Cutler Center for Men (link)	
	US EDA Build Back Better Regional Challenge Finalist	12/2021
	Lead for Smart Healthy@Home, one of 8 projects that was part of 60 finalists across the US (from an initial Project 1 pool of 529 regional applicants). Received a portion of the Phase 1 award of \$500,000 to support discovery and innovation work in health care and with industry partners	
	Robert Wood Johnson Foundation Award Finalist	7/2020
	Mobile-first application that enables caregivers to crowdsource innovation ideas during emergency response - One of five finalists out of more than 130 applicants	
	Becker’s Health IT Featured Innovation Partnerships	7/2020
	Initiative I led in partnership with NASA featured as one of 12 (link)	
	Design 730 Award Selected by AIGA Cleveland	5/2019
	Directed and set vision for UHVentures website in partnership with firm, Little Jacket - One of award recipients out of more than 160 entries	
	Core77 Design Award for Patient Experience	7/2012
	A Runner Up Core77 Award in the Service Design category (link)	
INVENTIONS / PATENTS	Healthcare Facility Patient and Visitor Experience Management and Optimization	
	Status: US utility patent assigned - US20190108909A1 (Google Patents link)	

Healthcare Innovation & Transformation Summit Invited Speaker	5/2024
1st Healthcare Innovation & Transformation Summit by Marcus Evans Title: "Tackling High-Value Wicked Problems in Healthcare with AI"	
AI Symposium: Leading in the Age of Artificial Intelligence Invited Panelist	3/2024
Bridging the gap between AI and business, by the Weatherhead School of Management Panel title: "What is the Leading Edge of the AI Frontier?"	
Center for Health Affairs Innovation Showcase Invited Panelist	11/2023
Panel with Chief Strategy/Innovation Officer (MetroHealth) & Managing Dir of Northcoast Ventures	
Design & Innovation Executive Exchange 2023 Invited Keynote	4/2023
Title: "From Expendable to Essential Design: Building for Durability and Legitimacy"	
British-American Business Network Conference (BACC) 2022 Panelist	9/2022
Panel title: "Instilling Innovation in the Organizational Ethos"	
Connecting Innovation Policy & Practice Ohio (CIPPO) Summit 2022 Speaker	7/2022
Inaugural summit to discuss the future state of innovation in Ohio, sponsored by the U.S. EDA, JobsOhio and Cleveland State University (link)	
Virtual MedTech Happy Hour via Project Medtech Featured Guest	5/2022
Theme: <i>Setting Your Company Up for Success in Commercialization, Adoption, and Further Investment</i>	
Central Ohio HFMA Spring Conference Panelist	3/2022
Healthcare Financial Management Association's Central Ohio chapter conference; Panel theme: <i>Best Practices in Evaluating Healthcare Innovations</i>	
Customer Experience Summit at Progressive Insurance Keynote	10/2017
Internal summit to inspire two groups responsible design of customer experience via digital; Title: <i>Design Thinking for Better Organizational Doing</i>	
Belcher-Weir Pediatric & Family Innovation Day Keynote	9/2016
Annual innovation event hosted by Rainbow Babies & Children's Hospital; Title: <i>Perpetual Wonder: Innovation Inspired by Children</i>	
PATx 2013 at Progressive Insurance Speaker	7/2014
Progressive Acquisition Team's annual event, 1 of 2 featured guest speakers; Title: <i>The Power of 'In a Sense': Topical Thinking for Organizations</i>	
Cleveland AIA 'Speaker on the Square' Series Panelist	7/2014
Inaugural event to engage architects to better design city for visitors and inhabitants	
Design for America's (DFA) Speaker Series Keynote	10/2013
DFA Cleveland's 1st speaker series; Title: <i>Cicero on Systems & Social Design</i>	
TEDxCLE Speaker	3/2013
Cleveland's 4th official TEDx event, 1 of 14 selected speakers; Title: <i>Master Builders for the 21st Century</i>	
Swagelok Global Marcom Summit Speaker	9/2012
Swagelok's annual conference on customer experience; Title: <i>Designing for Service & Experience</i>	
Service Design in Tourism Conference (Innsbruck, Austria) Keynote	8/2012
1st international conference on service design in travel/tourism; funded by the European Union under the CIP Competitive and Innovation Framework Programme; Title: <i>Hospitality Service as Science & Art: Service Design from 100 Years Ago</i>	
Managing Experience via Adaptive Path (now Capital One) Speaker	3/2012
1 of 22 invited speakers; Title: <i>Four Meta-strategies for Design & Management</i>	

1 of 28 long-talks chosen among 110 submissions;

Title: *Strategic Planning Sandwiched by Sketchbooks and Spreadsheets*

**IN THE PRESS:
INTERVIEWS &
WRITINGS**

"In a Usability Analysis of the ArthroFree® Wireless Surgical Camera by Lazurite®, More than 90% of Respondents Agree the Absence of Cables Will Have a Positive Impact on Efficiency and Patient Safety." *Business Wire* (2024). ([link](#))

"University Hospitals' Disinfection Research Team Able to Tap into Department of Homeland Security Startup Resources Following Successful Accelerator." *Newswise* (August 2023). ([link](#))

"UH and Microsoft Using Tech to Help Men Make Their Health a Priority." *Crain's Cleveland Business* (May 2023). ([link](#))

"How UH is Transforming Men's Healthcare and Finding 90% Time Savings with Tech-assisted Personalization Using Microsoft Power Platform." *Microsoft.com* (April 2023). ([link](#))

"University Hospitals' Disinfection Technology, Supported by UH Ventures' Feuer Innovation Accelerator, Chosen for Department of Homeland Security Start-Up Program." UH CEO Clinical Update (April 2023). ([link](#))

"University Hospitals Performs First Arthroscopic Surgeries in Ohio using New ArthroFree® Wireless Camera System." *Newswise/Medical Device News/Ortho Spine News* (2022). ([link](#))

"Food Service Supplier Cres Cor Expands Portfolio with Product for First Responders." *Crain's Cleveland Business* (2022). ([link](#))

"Lazurite, UH Ventures Partner for Wireless Surgical Camera." *Orthopedics This Week* (2021). ([link](#))

"Medical Device Company Lazurite Announces Agreement with UH Ventures to Conduct Formative Human Factors Study on its ArthroFree™ Wireless Surgical Camera." *Business Wire* (2021). ([link](#))

"STRONGER TOGETHER: University Hospitals and Cleveland Clinic—COVID-19 Observations, Lessons Learned, Partnership and Roadmap for the Future." White Paper (2021). ([link](#))

Lee, K. "Looking to Space for Innovation Inspiration During Times of Crisis." *Healthcare Innovation - hcinnovationgroup.com* (2020). ([link](#))

"University Hospitals and HOHM to Offer Sleep Pods for Essential Workers During the COVID 19 Pandemic." *prweb.com* (2020). ([link](#))

"How University Hospitals Found a Way to Clean Up to 30K Masks Per Day—with NASA's Help." *Advisory Board - advisory.com* (2020). ([link](#))

"University Hospitals, NASA Collaborate to Decontaminate PPE." *Spectrum News* (2020). ([link](#))

"NASA, University Hospitals Join Forces in Response to COVID-19." *NASA.gov* (2020). ([link](#))

"UH, NASA Glenn Testing New Mask Decontamination Methods." *NPR's Ideastream* (2020). ([link](#))

Lee, K. "Purposeful, Focused Creativity for Organizational Change." *Cleveland Jewish News* (2014). ([link](#))

**PODCAST
INTERVIEWS**

Featured Guest: The Design Thinking 10 Podcast: "E119: Design and Complex Systems in Healthcare + Design and Management with Kipum Lee." (2023). ([link](#))

Featured Guest: A Sherpa's Guide to Innovation Podcast with Ben Tingey & Jay Gerhart: "E104: Kip Lee—Crafting Arguments by Design." (2022). ([link](#))

Featured Guest: Inaugural episode of The Futures Archive Podcast Season 1, Episode 1: "The Passport with Lee Moreau, Natasha Jen, and Ellen Lupton." (2021). ([link](#))

Featured Guest: "Improve Patient Experience Through Healthcare Digitalization: Interview with Kip Lee." *Purple.ai* (2021). ([link](#))

Academic Curriculum Vitae

FACULTY APPOINTMENTS

Weatherhead School of Management - CWRU | Assistant Professor 11/2023 - Present

Full-time, non-tenured faculty appointment (secondary) at Case Western Reserve University
Weatherhead School of Management

School of Medicine - CWRU | Assistant Professor 8/2023 - Present

Full-time, non-tenured faculty appointment (primary) at Case Western Reserve University School of
Medicine's Department of Medicine

Northeast Ohio Medical University (NEOMED) | Adjunct Faculty 1/2023 - Present

College of Graduate Studies - Master of Leadership & Health Systems Science (MLHSS)

Weatherhead School of Management - CWRU | Adjunct Faculty 6/2022 - 8/2022

Teaching design and innovation to Masters of Healthcare Management and MBA students

Weatherhead School of Management - CWRU | Instructor 9/2012 - 5/2014

Teaching design and innovation to MBA, Executive MBA, Master of Engineering and Management
(MEM) students

THOUGHT LEADERSHIP

Design Issues | Editor & Editorial Board Member 1/2016 - Present

Premier academic design journal published by MIT Press

PUBLICATIONS: RESEARCH & ACADEMIC

Griffin, P., Polito, P., Brownlee, L., Ustin, J., **Lee, K.**, and Conner, C. "Human Factors Usability Analysis of the ArthroFree Wireless Surgical Camera." *Journal of Orthopaedic Experience & Innovation* (January 2024). ([link](#))

Lee, K. "De Estar en las Márgenes a ser Instituciones: El Diseño como Mercado de Ideas para la Acción en los Organismos," in *Design Issues: Investigación en Diseño—Volumen III*, ed. M. Navarro. (Mexico City: Universidad Autónoma Metropolitana, 2003), 73-87. ([link](#))

Runnels, P., Penman, J., Schreiber, S., Dolber, T., **Lee, K.**, Pronovost, P. "A Conceptual Framework for Building Individual and Team Capabilities to Provide Effective Longitudinal, Relationship-based Clinical Case Management." *Population Health Management* 26, no. 6 (December 2023): 408-412. ([link](#))

Lee, K. "Critique of Design Thinking in Organizations: Strongholds and Shortcomings of the Making Paradigm." *She Ji: The Journal of Design, Economics, and Innovation* 7, no. 4 (Winter 2021): 495-515. ([link](#))

Runnels, P., Webbe, H., **Lee, K.**, Jernejcic, R., Pronovost, P. "Designing for Value in Specialty Referrals: A New Framework for Eliminating Defects and Wicked Problems." *NEJM Catalyst Innovations in Care Delivery* 2, no. 6 (June 2021): 1-21. ([link](#)) ([PR announcement](#))

Lee, K., Merkle, B., Zenker, M., Colella, P. "Touchless Touchpoints: Redrafting the Service Blueprint for a Post-pandemic World." *Touchpoint* 12, no. 2 (April 2021): 46-50. ([link](#))

Lee, K. "From Margin to Institution: Design as a Marketplace for Action in Organizations." *Design Issues* 36, no. 4 (Autumn 2020): 5-19. ([link](#))

John, A.R., Raju, S., Cadnum, J.L., **Lee, K.**, McClellan, P., Akkus, O., Miller, S.K., Jennings, W.D., Buehler, J.A., Li, D.F., Redmond, S.N., Braskie, M., Hoyen, C., Donskey, C.J. "Scalable In-hospital Decontamination of N95 Filtering Face-piece Respirator with a Peracetic Acid Room Disinfection System." *Infection Control & Hospital Epidemiology* (October 2020), 1-10. ([link](#))

Tokayer, M. & **Lee, K.** "Cultivating Healthcare Innovation through On-the-Job Design Education." *Touchpoint* 9, no. 1 (July 2017): 26-31. ([link](#))

Lee, K. "Discovering the Beautiful in 'Service as Expression'." *Touchpoint* 5, no. 3 (January 2014): 40-45. ([link](#))

Lee, K. "Hospitality Service as Science and Art: The Luxury Hotel Idea from a Century Ago."

Touchpoint 4, no. 1 (May 2012): 26-31. ([link](#))

Lee, K. "Beyond Blueprints and Basics: A Service Design Conference Report." *Design Issues* 27, no. 4 (Autumn 2011): 95-100. ([link](#))

Lee, K. "Designing for Doctor-Patient Interactions During Leave-taking - A Case Study: Impacting a Physician-led Organisation." *Touchpoint* 3, no. 2 (September 2011): 32-37. ([link](#))

Lee, K., Evenson, S., Buchanan, R. "More Than Kimchi and Cash: Designing for Cultural Identity." In *Proc. of CHI* (2009): 2663-2666. ([link](#))

CURRENT
GRANTS

Center for Disease Control and Prevention (CDC) & Agency for Toxic Substances and Disease Registry (ATSDR)

Period: 8/2023 - 8/2028 - \$348,561.96 for University Hospitals subaward

Title: Innovative Cardiovascular Health Program (Awardee Institution: MetroHealth)

ID Number: CDC-RFA-DP-23-0005

Sponsor: CDC

Role: Key personnel - Co-design advisor & facilitator

Percent effort: 5%

JobsOhio and Cleveland Innovation District award for Artificial Intelligence Research

Period: 8/2023 - 8/2025 - \$520,000.00

Title: Advancing Enterprise Strategy & Innovation Through AI

ID Number: 18601 (Internal) - JobsOhio, sponsored research

Sponsor: JobsOhio

Role: Program lead

Percent effort: 50%

American Hospital Association's (AHA) Health Research & Education Trust (HRET) & Centers for Disease Control and Prevention (CDC)

Period: 7/2023 - 7/2024 - \$75,674.00

Title: Human-centered Design Process to Identify High-impact Opportunities and Solutions to Improve Infection Control

ID Number: 87774 - Project Firstline: Improving Infection Control Capacity for Frontline Workers in Healthcare Systems

Sponsor: HRET via CDC's Project Frontline (with AHA Center for Health Innovation)

Role: Team lead & co-investigator

Percent effort: 14%

ACADEMIC
CONFERENCES &
TALKS

Artificial Intelligence Lab (RadiCLE), University Hospitals | Invited Speaker 6/2023

Lecture for Radiology AI Lab & Collaborative Seminar at University Hospitals in Cleveland, OH;

Title: *Fusing Data and Design Thinking in Healthcare*

Population Health Research Institute (PHRI), MetroHealth | Invited Speaker 5/2023

Design lecture for the PHRI Seminar at MetroHealth in Cleveland, OH

Boler College of Business, John Carroll University | Invited Speaker 4/2023

Invited by Dean Elad Granot, PhD, to speak to Marketing Strategy MBA students on innovation

GME Retreat - School of Medicine, CWRU | Invited Speaker 8/2022

10th Annual GME Retreat at University Hospitals & Case Western Reserve University School of Medicine. Theme: Teamwork for Patients with Complex Conditions; Title: *Design for Proactive Care*

LEAP Symposium | Invited Participant 9/2013

1 of 100 invitees to discuss design issues at the 1st social design conference

DESMA Chats | Episode 6 Featured Guest

9/2015

A series of virtual hangouts where design & management issues are discussed;
Title: *Beauty in Organizations*

6th Jeju Forum (South Korea) | Invited Panelist

5/2011

Sponsored by the Jeju Special Self-governing Providence and the Republic of Korea's Ministry of Foreign Affairs & Trade; Participated in workshop where top business innovation leaders from Asia come together every 2 years; 1 of 28 participants (by invitation only)

Convergence: Managing & Designing | Participant

6/2010

Conference to explore managing as designing; 1 of 68 participants (by invitation only)

4th Order Design Conference | Presenter

3/2009

Conference on social design & social environments; 1 of 20 participants (by invitation only);
Title: *System, Worship, and Faith as Concepts for Design*

Computer-Human Interaction (CHI) | Presenter

4/2009

Presented in Boston, MA for accepted publication; Title: *Designing for Cultural Identity*

TEACHING &
CLASSROOM
INSTRUCTION

Identifying Design Opportunities - HSMC411 | Adjunct Professor

6/2022 - 7/2022

Taught the required design and innovation class for the Master of Healthcare Management program at Case Western Reserve University's (CWRU) Weatherhead School of Management

Design in Management - MIDS420 | Instructor

9/2011 - 5/2014

Lectured and prepared studio-based project assignments at CWRU

Introduced product development as a component of curriculum

Co-recruited 9 project sponsors for the final Spring capstone segment (secured \$5K in support from sponsoring company)

Class was featured in *Bloomberg BusinessWeek* article, "B-Schools Are Starting to Look More Like D-Schools" ([link](#))

Information Technology & Systems - IIME420 | Instructor

1/2013 - 5/2013

Planned and taught graduate-level course to students in the Master of Engineering and Management Program (MEM), a joint class between the Management and Engineering School at CWRU

Identifying Design Opportunities - MBAP411 | Instructor

9/2012 - 12/2012

Planned and taught the first design & innovation seminar/studio course offered through the part-time MBA program at CWRU (42 students)

Various Classes | Invited Guest Lecturer

9/2011 - 5/2013

Lectured on service design and design thinking to executives in the Executive MBA program (those with at least 10 years of professional work experience and in senior management positions)

Lectured to design students in a graduate course at Kent State University and for junior/senior design studio classes at the Cleveland Institute of Art

MENTORING &
THESIS ADVISING

Committee member for Rong Maggie Dai's BFA Thesis (Cleveland Institute of Art) on "Contemporary Communication Design in Software Development"