

# JENNA DATE

Leading Design Strategy, Research + Process

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## INTENTION

To lead Design Strategy co-creating exceptional and compassionate organizations and experiences.

## HIGHLIGHTS

**CONSULTING.** Manage and advise groups of varying sizes through organizational change, Design education workshops, team process, sustainable practices, co-design sessions, usability testing, service design, corporate cultural immersions, organizational communication plans.

**FACILITATION + ADVISEMENT.** Facilitate small and large industry groups in workshop settings to achieve set goals for productive and innovative products and services. As Faculty for 6 years, advised 500+ students and over 90 student teams regarding conflict management, stress management, career goals, life skills, portfolios and industry practice. Applied this knowledge to the consultancy and act as a life coach to leadership of nonprofits, start-ups and corporate organizations.

**DIRECTORSHIPS.** Lead a design team to create human-robot experiences for the retail environment. Revamped the Masters Program in Human-Computer Interaction Institute at Carnegie Mellon University.

**TEACHING.** Developed and executed new curriculum for various project based courses for the masters level and for executive education workshops. All intended to equip students and participants with the hard skills of usability and design and the soft skills of user experience. Develop and implement core workshop curriculum for engineers and product teams interested in design practice and field observation, managed company-supported internships for non-profit gain.

**INDUSTRY RESEARCH.** Performed field work for industry clients on such topics as medical devices, concept cars, home appliances, corporate intranets, communication and decision making workflows for entertainment media, military transportation and coordination and distance learning.

**INTERACTION DESIGN + USABILITY.** Developed and executed a new interaction design process for a family of healthcare applications, designed full spectrum of interfaces for collaborative visual software in various client climates.

**RECRUITING, SALES + ENTREPRENEURSHIP.** Grew the MHCI program approx. 40% in first year and 10% in following years. Over 5 years, sold 65 Capstone projects to corporate sponsors totaling \$4.7 million. Conceived, implemented and managed two successful design consulting firms over a period of 15 years.

## EDUCATION

CARNEGIE MELLON UNIVERSITY, Human-Computer Interaction Institute, Pittsburgh, PA  
Masters in Human-Computer Interaction, 2002

UNIVERSITY OF ARIZONA, Tucson, AZ  
Bachelor of Arts in Women's Studies, Minor in English Literature, 1993

## DESIGN EDUCATION, RESEARCH + STRATEGY FOR ORGANIZATIONAL INNOVATION

Entrepreneur, Strategist,  
Educator, Researcher,  
Corporate Advisor, Expert

JENNA DATE DESIGN, LLC, Pittsburgh, PA [2008 to Present]

### *Founder + Principal*

*Intention:* Use Design as a catalyst for change to build and strengthen products, services, processes, and strategies through education, research, and organizational development.

- Facilitated the set-up, hiring, and company culture transformation to include a human-centered design process for robot hardware/software for numerous user types in an agile development environment
- Guide strategy and advise company leaders on the design process and applying HCD methodology to organizational structure, mission and product + service futures
- Educate executives, designers and engineers to incorporate the design process into their every day lives
- Connect companies to themselves and to their customers through user research to provide deep understanding of the users' intrinsic needs
- Recent clients: Eaton Corp., Roche, UPMC, SP Jain, ActionHousing, Pittsburgh Mercy Health, Innovative Systems, Inc., Crisis Center North, GE Healthcare, Bally Design

Director, Advisor,  
Researcher, Mentor

BOSSANOVA ROBOTICS, Pittsburgh, PA [2015 to 2016]

### *Director of Design*

- Facilitated the set-up, hiring, and company culture transformation to include a human-centered design process for robot hardware/software for numerous user types in an agile development environment
- Mentored design team, advised C-level, collaborated with engineering and production
- Orchestrated and performed rigorous research in retail locations across the US
- Implemented prototyping and usability protocol for robot behavior, auditory, visual and movement feedback

## PRODUCT, SERVICE + ORGANIZATIONAL DESIGN THROUGH LEADERSHIP

Director, Faculty Member,  
Advisor, Mentor,  
Industry Expert

CARNEGIE MELLON UNIVERSITY'S HCII, Pittsburgh, PA [2008 to 2015]

*Adjunct Teaching Professor* [2015-Present]

*Associate Teaching Professor* [2010 to 2015]

*Director of the Masters in Human-Computer Interaction (MHCI)* [2008 to 2012]

### *Teaching Experience*

Experiential learning is key component of the MHCI program. Through a substantial team project, students apply classroom knowledge in analysis and evaluation, implementation and design, and develop skills working in multidisciplinary teams.

HCII Small Group Study 05-688 [9 - 12 Units]

MHCI Project I [15-unit spring course] + MHCI Project II [48-unit summer course]

HCII Undergraduate Capstone Project 05-571 [12 Units]

HCII Undergraduate User Centered Research + Evaluation [12 units]

HCII Interaction Design Studio I 05-651 [12 units]

### *Advising Experience*

Over 6 years met with 90 teams on a weekly basis to advise them in their project work from the above course work. Advise 500+ students on job placement and resume and portfolio review and team conflict management.

*Evolving MHCI Process*

- Revamped the admissions process to include stronger connection for those admitted, and kinder refusal for those turned away.
- Adjusted the MHCI Open House and Orientation experiences to include a discovery in self, cohort, department, university and community.
- Created admission guidelines and communication guidelines for the new Portugal Program.
- Revamped the Accelerated Masters acceptance experience, to include connections with the current Masters students and built a review committee and timely process for acceptance.
- Constructed departmental guidelines for sexual harassment, plagiarism, and conflict of interest.
- Managed staff members throughout the changes.

*Integration + Connection within the University + External to Industry*

- Rebuilt the alumni list using alumni networking techniques to track down over 500 alumni from the Doctorate, Bachelors and Masters programs.
- Built stronger ties to internal university departments like the General Council, Design, ETC, MSE, INI, Tepper and Tangible Interaction.

RESEARCH, DESIGN + PSYCHOLOGY IN A BUSINESS SETTING

FIT Associates, LLC, Pittsburgh, PA [2005 to 2009]

*Partner + Co-Founder*

*Intention:* To lead, nurture, connect and equip conscious organizations to make the greatest positive impact for the common good. Fit Associates was created out of the dream of combining the art of design, with the rigor of usability practices and ethnographic research.

*Customer and Context Research:* Performed field research and communicated findings for a variety of product and service clients: medical products, concept cars, corporate intranets, household appliances, entertainment and communication services, and collaborative software. We created and discovered deep meaningful content and findings that were conceived into communication programs tailored to our client needs. We learned research reports collect dust. We were interested in creating research findings that live in the organization for years to come. Based on my experience as a graduate student in the MHCI in 2001-2002, I created a research process for the company that was rigorous and sustainable, providing insights into our clients' customers' needs and desires, calling out barriers to success at every stage.

*Corporate immersion experiences:* Immersion experiences included taking design, strategy and engineering teams to visit different parts of the world. There they discovered a new way of life, were immersed in their users' culture, and would experience first hand how to make their products better for the people they served. These trips also included two to three days of workshop time in context, where the participants created a new prototype concept to jump-start their thinking upon returning home. I worked with sister design firms in various countries to facilitate and host these trips. Our repertoire of visited countries included Mexico, Denmark, China and Hong Kong.

*Design process facilitation + team and process coaching:* Some of clients find themselves caught in a loop of not knowing how to make their organization or department move forward to the next step of growth. As a third party, Fit facilitated that growth by providing a new way of working together. We helped organizational departments create long-term programs of change utilizing group facilitation, personal and process coaching and helped them to create an environment of empathy for each other, their organization and their users.

Entrepreneur, manager,  
researcher, facilitator,  
designer, usability  
advocate

*Observational + Interview Skills Training:* I built a series of workshops that includes a curriculum for engineers and visual designers to gain the most out of clinical field environments. These workshops covered topics of contextual inquiry and observation techniques that look at interpersonal relationships, environment, tools and equipment, and workflow. Participants learned short interview techniques to gain insight into individual needs, and finally learned how to analyze their findings, share them with the team, and create an accessible repository for their data, so others in the organization can benefit.

*Internships as teaching moments:* During the summer of 2008, I employed two interns to support the local food movement in Pittsburgh, and to discover ways to bring more local food into urban areas. The result was astounding. The students worked diligently to create a beautiful research report, got published at EPIC 2008, created lasting relationships for Fit and their new local food partners and got the attention of farmers, restaurant owners and even city officials.

#### USABILITY, INTERFACE + INTERACTION DESIGN

UI Design Lead  
Military software

MAYA VIZ/GD VIZ, Pittsburgh, PA [2003 - 2006]

UI Design Lead for the collaborative visual software for the military, CPOF, a complex system of features allowing generals, their staff and the soldiers in the field to stay connected in real time, throughout the day. After my full time employment ended at Viz, I was hired back as a consultant by the team of engineers working for TransViz.

*Training and field exploration.* Attended various onsite Military Readiness Exercises, training soldiers in a simulated environment. These instances were used for training and data collection.

*Hands-on.* Beyond the creation and design of the interface, my responsibilities also included managing feature sets, working with engineers, other designers and project managers to solve problems of interface and backend clash. The result was a usable system that soldiers could access and utilize quickly and easily.

Lead Usability Engineer  
Healthcare systems

SIEMENS MEDICAL SOLUTIONS, Malvern, PA [2002 - 2003]

Lead Usability Engineer for the oncology applications of Soarian, a cohesive commercial product family that touches all departments of hospitals. As lead, I have both management and hands-on responsibilities.

*Management.* Created the UI team's process and managed its integration with overall product design and development. Serve as liaison between the UI team and the rest of the project, and coordinate the efforts of the rest of the team to ensure we hit deadlines. Manage customer relationships, including monthly co-design sessions with hospital administration and other potential customers.

*Hands-on.* I am responsible for user research (interviews, onsite visits and shadowing), designing the overall interaction as well as the details of each screen, iterative user testing, and writing specifications for development.

User Researcher  
& Innovation Designer  
Personalized audio device

TEXAS INSTRUMENTS - Calculator Integration Project [2002]

Texas Instruments engaged an HCI team from Carnegie Mellon to improve the usefulness and appeal of their calculators for schools. I conducted field research in schools, and collaborated with my team to develop a design framework and a software prototype of a new calculator interface approach. The result allowed teachers to customize lesson and homework templates, which could be used on various TI devices.

User Researcher  
& UI Designer  
Calculation devices

#### CARNEGIE MUSEUM OF ART - Museum Innovation Project [2002]

Carnegie Mellon University provided a team to the Carnegie Museum of Art in Pittsburgh, charged with developing a vision for the use of new technologies in the art galleries. I planned, conducted and analyzed extensive user research, and worked with my team to develop a minimal-interface approach called DiscoveryPoint. The prototype was refined through four iterations of testing in the museum, using "wizard of oz" techniques.

User Researcher  
& Interaction Designer  
Robotic assistant interface

#### ROBOTICS INSTITUTE - Robotic Assistant for the Elderly [2001]

Observed the interaction between expert caretakers and their clients, with a focus on everyday tasks, to inform the design of input and output modes between a robotic assistant and an elderly or physically challenged person. This research led to a redesign of the "Robotic Assistant's" head, touch screen interface, and speech vocabulary.

#### CONFERENCE ENGAGEMENTS + PUBLIC SPEAKING

TEPPER PRODUCT MANAGEMENT, 2018 Presented, *Design as Cultural Therapy*, at the Tepper Product Management Bootcamp

IXDA, 2015 Presented, *The Good, the bad and the beautiful of teaching project based courses* at the Education Summit.

#### ROCHE + TEPPER INNOVATION WORKSHOPS, 2012 - PRESENT

Facilitate day long workshops on the importance of User-Centered Design and Research for IT professionals and their executives using a learn-by-doing process.

#### COPENHAGEN INSTITUTE OF INTERACTION DESIGN (CIID), 2011

Mentored students in their final thesis projects.

#### CALIFORNIA INSTITUTE OF THE ARTS, 2011

For course entitled, *Surfing the Web*, presented to university freshman and sophomores: MHCI process, goals, structure and student project stories from the field.

#### ADOBE MAX, EDUCATION SUMMIT 2009, 2010, 2011

Present faculty and student research and industry projects from Carnegie Mellon that utilize Adobe Products.

#### CARNEGIE MELLON UNIVERSITY, 2008, PITTSBURGH, PA

Presented, *Envisioning Living Connections* at the Human-Computer Interaction Institute, HCII ProSeminar.

#### IXDA, LOCAL CHAPTER, 2008, PITTSBURGH, PA

Presented Fit Collection of work to local designers and engineers. Conducted a "call to arms," to create what is now called eDG. (see affiliation below)

#### IXDA 2007, SAVANNAH, GA

Co-led a workshop entitled "From Data to Difference," guiding participants through the process to observe in a field setting, analyze the findings and conceptualize solutions to meet the needs and desires of users.

#### EASY5 2005, BANGALORE, INDIA

One of two international visiting speakers to India's fifth national conference on software usability, it was my honor as an American woman to share my experience in the field. The astonishing part of that trip was to listen to the stories of the participants. At that time, and I believe still, there is a vast disconnect between the global hiring companies and their employees. There is a deep lack of training, expectation setting and mentoring. I see a great need to fill there to help these exceptionally bright people feel successful in today's emerging world culture.

#### COMMUNITY LEADERSHIP + AFFILIATIONS

##### BOARD MEMBER, THE FORBES FUND, 2014 - 2016

Work with nonprofit and industry partners to shape the future of The Forbes Fund interests in technology, design and entrepreneurship.

##### BOARD MEMBER, IXDA, LOCAL CHAPTER, PITTSBURGH, PA 2009 - 2012

Work with local designers and leaders in the UX field to plan events and gather community. IxDA Pittsburgh strives to support and inspire local designers to advance the field of user-centered design and build and maintain a vital, interesting and exciting interaction design community.

##### MEMBER, ASSOCIATION OF COMPUTING MACHINERY, 2008-PRESENT

An educational and scientific computing society, delivering resources that advance computing as a science and a profession.

##### CO-FOUNDER, EDG, ECO-DESIGNERS GUILD, 2008 - 2012

Co-Created a group of designers from various firms and disciplines around the Pittsburgh area. The group intention is to make Pittsburgh a more sustainable place to live through education, community involvement, and connecting government agencies and corporate businesses.

##### MEMBER, THE PITTSBURGH TECHNOLOGY COUNCIL, 2006-PRESENT

Pittsburgh Technology Council has been the principal point of connection for companies from four primary clusters of the technology industry that are represented by a critical mass of businesses in southwestern Pennsylvania.

#### PUBLICATION

Marianne Berkovich, Jenna Date, Rachael Keeler, Marti Louw, and Maureen O'Toole. 2003. Discovery point: enhancing the museum experience with technology. In CHI '03 extended abstracts on Human factors in computing systems (CHI EA '03). ACM, New York, NY, USA, 994-995. <http://doi.acm.org/10.1145/765891.766112>

#### TECHNICAL EXPERTISE

Microsoft Office Products, Adobe Design Products, Prototyping tools, HTML, video/film editing

#### INTERESTS

Community Leadership for Clean Air and Neighborhood historic preservation, everything outdoors, mindfulness, meditation, yoga, generative social fields

#### REFERENCES UPON REQUEST