

Profile

Right here, right now

As a design leader, my purpose is to help organizations become their **best selves**. My mission is to use the agile and transformative power of design to **conceptualize, develop and deliver** the innovative services that build brilliant brands and **drive value** for all stakeholders. I achieve this by deeply engaging with people both inside and outside the organization, creating the conditions for design teams to **translate insights into action** - getting to that place where experiences come alive, organizations click and **hearts, minds and wallets are won**.

Work History

05.2017 - Present

Head of Experience Design, Connected Care Philips, Cambridge, MA

Directing a 120-member **global design team** that brings devices, software and services together into **scalable healthcare solutions** across **physical, digital and human touch points**, to deliver on the **quadruple aim**: improve patient and caregiver experiences, boost outcomes and reduce costs.

- Developing and delivering solutions to near, mid and long-term horizons in **patient monitoring, sleep care, respiratory care, telehealth, home-based healthcare and mobile monitoring**
- Building core and transformative propositions across businesses that link care pathways, care settings, workflows, value propositions and new product innovations
- Assembling a portfolio of effective and engaging **virtual tools** to enable online team collaboration and build customer **relationships** during the COVID-19 pandemic

08.2014 - 06.2016

Vice President, Integrated Experience Design & Development Lowe's Companies Inc, Mooresville, NC

Built and led the CX team in the design and delivery of omni-channel customer experiences to realize the US home improvement strategy. Each program was underpinned by business modeling for feasibility, viability and desirability of the proposed solution.

- Developed two \$1 Billion programs to help consumers understand and enable the "what" and the "how" of home improvement projects
- Built partnerships with digital start-ups (Decorist and Stylyze) to deliver online design capabilities that increased "basket" by 12% by consumers using those tools
- Created a nationally delivered program that engaged 8 million people in self-directed home improvement projects to tangibly manifest Lowe's purpose: to help people love where they live

06.2006 - 07.2014

Founder & Strategic Director, Prospect London, UK

Founded Prospect, a digital design agency dedicated to the creation of great customer experiences. Guided design teams to deliver high-value solutions for clients across a number of sectors: travel, telecoms, finance, the public sector and health.

- Boosted conversions of ticket sales 20% for British Midland Airlines

Activities and Awards

Teaching: "**Building the Case for Design**"
Harvard Business School
Cambridge, MA
August, 2021

Podcast: "**Medical Product Design That's Saving Lives**"
Design Museum Everywhere
Boston, MA
24 September, 2021

Award: **UX Award 2021** for Philips
Respirics Mask Selector

Award: **IDEA Gold, iF Product Design, iF Service/UX Design, Red Dot and UX Award** gongs for Philips X3 Transport Monitor, all in 2019

Panel: "**Creating the Conditions for Design Thinking to Thrive**"
Design Thinking 2
San Francisco, CA
28 February, 2016

Speech: "**Building Living Service Systems**"
European House of Design Management
Tallinn, Estonia
27 September, 2013

Speech: "**Design and Due Diligence**"
Baltic M&A Forum
Tallinn, Estonia
18 October, 2012

Speech: "**The Impact of Digital in Architecture**"
Design Unplugged
The Maldives
07-08 September, 2012

Jury: **CII Design Excellence Awards 2011**
New Delhi, India
07-08 December 2011

Speech: "**Design at Scale**"
DMI Conference
New York, USA
25-26 October, 2011

- Exceeded booking targets by 17% for Silverjet Airlines
- Concepted and delivered a 3Net strategy for Nokia Siemens Networks
- Created a suite of innovation methods and tools that were field-tested and proven with over 40 SMEs in Belgium and Estonia
- Conducted three projects with the Estonian Ministries of Social Affairs, the Interior, and Finance that improved public service delivery by 11%
- Guided the UK's Royal College of Art in the development of its Master's in Service Design course

Activities and Awards

Speech: "The Business of Design"
Unbox Festival
New Delhi, India
24-28 February, 2011

Award: Best Airline Website 2010
for bmi Airlines
Awarded by Travel Mole, the world's leading travel industry news group

Award: Best Airline Website 2009
for bmi Airlines
Awarded by Travel Mole, the world's leading travel industry news group

Keynote: "Are We Being Served?"
ESOMAR 2008
Montreal, Canada
September 24-25, 2008

Award: Best Travel Website 2007
for Silverjet
Awarded by Conde Nast Traveller, leading luxury travel publication

Jury: IDEA/Business Week 2006
Washington, DC
29 March - 2 April, 2006

Award: IDEA/Business Week 2003 Gold
for Whirlpool "Dreamspace" washing machine

Award: Design Distinction 2003
for "Project F: Fabric Care Futures"
ID Magazine Annual Design Review

National Design Award 2002
Outstanding Corporate Design
Whirlpool
Smithsonian Institute

Award: IDEA/Business Week 2001 Bronze
for "Macrowave Concept Project"
Whirlpool

Award: IDEA/Business Week 2001 Gold
for Amtrak Acela High Speed Rail

Award: Honorable Mention 1998
for Datacard Imagecard Printer
ID Magazine Annual Review

06.2003 - 06.2006

Director of Design and Innovation Design Council, London, UK

Key member of six person executive team that relaunched the UK Design Council, the world's premier design promotion organization. Managed a **£2.1 million annual budget** while building teams tasked with delivering design solutions within business, the public sector and education.

- Developed the "Double Diamond" design process model
- Built **Designing Demand** - a national design support program that helped 2,000 UK organizations (tech start-ups, manufacturers and schools) access and use design to **improve bottom lines and user lives**
- Result: every £1 invested in design activity **increased turnover by £25 and profit by £2**

11.1999 - 06.2003

Design Director Whirlpool Europe, Comerio, Italy

Led an **interdisciplinary team of 25** industrial, graphic and interaction designers, supported by selected external agencies, in developing and implementing **design and product strategies** for the European division of Whirlpool Corporation, the global appliance company. As holder of a \$2.3 million annual budget and a key brand builder, created design-related communications with both internal process partners and external media.

- Leader of acclaimed **design innovation** initiatives: Macrowave, Project F, In Kitchen
- Responsible for new cross-category design family (refrigerators, ovens, dishwashers and washers), featuring low-cost electronic controls
- Design of **award-winning** European innovation for washing that also **captured new market share** and numerous design awards in the USA

09.1995 - 11.1999

Design Team Leader IDEO, Boston, MA

As design group director, responsible for guiding a multi-disciplinary team of industrial designers, usability specialists and interaction designers in the execution of a wide range of projects. Included the development of **strategic design languages and creative visions** for entire businesses, business divisions and product segments.

- Leader of the **Amtrak Acela High Speed Rail** project. Formulated Acela's **customer service strategy** and directed its implementation with a team of 25 internal and external designers
- Headed design team in 12-month ground-up development of Leonardo, the first connected home PDA, for **Merloni Elettrodomestici**
- Developed innovation concepts for **Pepsico, Hewlett-Packard, Corning and Philips** among others

07.1994 - 08.1995

**Assistant Professor of Industrial Design
Rhode Island School of Design, Providence, RI**

Professor of industrial design at graduate and undergraduate levels at RISD, a fully accredited visual arts college. Developed comprehensive instruction materials for six credit **graduate studio course** and three credit elective (fall semester), six-week **travel course** to Italy (Wintersession), six credit **undergraduate professional studio** and team-taught three credit **drawing course** (spring semester).

*Award: Design Distinction 1994
for Zumtobel Artos III Track
Lighting System
ID Magazine Annual Review*

*Award: Design Selection 1994
for Zumtobel Optos lighting system
Austrian Design Council*

*Award: Good Design 1994
for Zumtobel Artos III lighting
system
Industrie Forum Design Hannover*

07.1988 - 07.1994

**Senior Designer
Sottsass Associati, Milan, Italy**

Responsible for development of projects from **initial concept through market introduction** for internationally renowned design studio. Created design briefs, led team in ideation and execution of presentations, as well as coordinating client, vendors, design team and outside suppliers. Follow up work in engineering as well as art direction. Projects include: furniture for **Zanotta**, lighting systems and exhibit design for **Zumtobel**, couches and chairs for **Cassina**, shop-in-shop and display systems for **Alessi**, portable computer concepts for **Apple**, future communications concepts for **NTT** and electronics for **Enorme**.

Selected Publications

*"Estonia: The Start-up Country"
for Design Management Review
Summer 2014*

*"Global Design Forum Misses the
Mark"
for Design Business Association
Journal
18 September, 2012*

*"Big Potatoes: A Manifesto for
Design"
Self-published pamphlet
w/ Big Potatoes group
June, 2012*

06.1982 - 07.1988

**Freelance Designer
Chicago, IL & Milan, Italy**

Freelance designer for various firms: **Continuum**, Milan; **Robert Case Associates**, Chicago; **Hari and Associates**, Chicago, among others. Ideation, sketching, model making, design detailing for various projects including automated soldering machines, vacuum cleaners, car stereos, audio speakers, blood assay analyzers, blood testing kits, televisions.

*"The New Brand Culture Model"
Blogpost/white paper response
Liquid Agency
15 April, 2012*

*"The Workmanship of Possibility"
for Big Potatoes Design Manifesto
August 2011*

Academic History

1982

**BFA Industrial Design
Rhode Island School of Design, Providence, RI**

1977

**Diploma
American School, The Hague, Netherlands**

Personal Perspective

I am a "third culture kid" - German father, Chilean mother, raised in the US and the Netherlands, with twenty years spent in Italy and the UK as an adult. My background and my five languages have helped me develop a deep sense of **empathy** for others. They have afforded me an insider's understanding of **different cultures** and blessed me with an eclectic, global group of friends. My tastes in music and food are wide-ranging, and I am always game for **new cultural and social experiences**. I enjoy working out with my body, mind and spirit.

I hold passports from Chile and the UK, as well as a US green card. Please feel free to request references. Case studies of my work can be found at richardeisermann.com. I can be found on Instagram and Twitter under @reisermann.

*Website: richardeisermann.com
Twitter & Instagram: @reisermann*