

James Morley Read, IDSA

Design Leader and Design Educator with record of coordinating, formulating, developing, and delivering products for utilization in diverse industries. Transforming concepts into workable and profitable realities, designing and directing high-impact strategic plans, reinforcing brand recognition through product refinement. Expanding product portfolios and enriching business offerings by utilizing existing networks, and building loyal long-lasting client and referral bases. Achieving and exceeding corporate and client objectives through assembling, mentoring, and leading cross-functional teams. Generating creative and innovative solutions, strengthening product brand language.

- Leadership • Innovation • Design Education • Creative Solutions • Strategic Planning
- Business Development • Portfolio Diversification • Strengthening product brand language
- Project Management • Research Problem Solving • Networking • Relationship Building
- Cross-Functional Team Building & Mentoring Product Development, Design Thinking

Education

- 1984 BFA - Maryland Institute College of Art Studio Art Major Art History Minor
- 1993 MFA - Rochester Institute of Technology Industrial Design Major, Computer Graphics
- 1995 The Futurarium - Summer Workshop Milan, Italy "The Factory of the New Man" Professor: Ron Arad (Great Britain) Professor: Gaetano Pesce (USA)
- 2001 Alias Wavefront, Toronto, Canada - Studio Level One + Two Design Training

Professional Experience

JMRead LLC.; Design Innovation, Marshfield Massachusetts 2012 to Present

- **Principal** - JMRead, LLC provides consulting services by articulating innovation opportunities through user-centered design. JMR visualizes and explores the consumer experience through the user story, while reinforcing brand value. By using empathy, communication and analysis, JMR identifies opportunities for innovation that resonate with consumer needs. We leverage design thinking for business, strengthening product brand language through design.

Product Design

Level-up, Boston, Massachusetts - 2012

- Countertop QRcode scanner

Essence of Life -Xylem Brand, Gloucester, Massachusetts - 2013

- Saathi or "companion" Human powered water pump

Graphic Design

JAM Design Hingham, Massachusetts - 2013

- Saathi Visual narrative, Illustrations and video animations for Essence of Life -Xylem

Professional Experience - continued

Redfish Product Development LLC., Boston, Massachusetts 2009 to 2012

- **Principal** - Co-founded Redfish in 2009, merging user-centered design solutions with a strong understanding of applied anthropometrics (the knowledge of the human dimension applied to product development) and product semeiotics (the meaning behind the visual language of objects) tied to brand recognition, providing dynamic design leadership and design solutions.

Product Design

Maverick lacrosse -Bauer Performance Sports Exeter, NH - 2009 - 2012

- Spider 17 Head • Spider head • Spider one head • Flight 17 • Flight Head • Rise Head • Frat head • Prep Head • Base Goalie Head

Unilever, Trumbull, Conn. - 2012

Facilitator for briefing workshop - Dove Brand

Essence of Life -Xylem Brand, Gloucester, Massachusetts - 2012

- Saathi or "companion" Human powered water pump

TCC, Canton, Massachusetts - 2010 -2011

- TT J1772 electrical vehicle coupler

Endurance Swim, Boston, Massachusetts - 2011

- Headstrong™swimming posture traine

Read Design Product Design Studio, Plymouth, Massachusetts 2005 - 2009 Owner

Product Design

Randolph Engineering, Randolph, Massachusetts - 2008

- RE serious Equipment Sunglass Display Case System Point of purchase sunglass display systems for high-end aviation eyewear

Randolph Engineering, Randolph, Massachusetts - 2007

- 3D computer solids modeling of military eyewear for use with JASAM Environmental Protection System

Dorel Juvenile Group, Canton, Massachusetts - 2006

- Safety First - Juvenile tub products for 2008 Concept design and development of the Comfort Tub

Randolph Engineering, Randolph, Massachusetts - 2006

- Eyewear - Concept development military aviation eyewear Platform I The Blackbird w/ interchangeable lens Platform II 8 Base EYE w/ extended coverage Platform III The Blackbird w/ interchangeable lens

Professional Experience - continued

ReaDesign, Product Design Studio, Syracuse, New York - 1998-2004 Owner

Furniture Design

Welsh and Recker, Philadelphia, Pa. Sideboard Table Partner's Table

Product Design

STX Inc., Baltimore, Md. •All men's lacrosse padding 1999 •String concepts R&D on safety equipment for the sport lacrosse •New face-balanced men's lacrosse stick - Octane

•Redesign of women's padded gloves •Open sidewall lacrosse goalie stick Goal Master II

Graphic Design

STX Inc., Baltimore, Md. •Sales sheets for padding Hang tag packaging for hockey toys

Central New York Ballet, NY •Invitation postcard announcements

Read + Read, Architectural and Product Design Baltimore, Maryland 1994-1998 - Partner

Furniture Design

Brown Memorial Church, Baltimore, Md. •Baptismal Font Bible Stand Dedication Panel

Welsh and Recker, Philadelphia, Pa. •Law Office Entry •Conference Table •Side Table

Product Design

STX Inc. Lacrosse, Baltimore, Md. Women's lacrosse stick - Arc All Men's lacrosse padding for 1996 Family of golf putters:

•The Switchblade Putter •Model 9610 •Model 9620 - Heal toe putter Composite field hockey sticks

The Comsis Corporation, Silver Springs, Md. Climbing and reaching devices

Intuition Design, Chesapeake City, Md. Design consultant on mobile medical equipment

Architecture

Johns Hopkins University, Baltimore, Md. •Off-Campus Book Storage Facility

•Nichols House University President's residence renovations

Loyola College in Maryland, Baltimore, Md. •Student Health Services Clinic •Ignatius

House, •Jesuit Community Residence West Campus Food Services Center

Professional Experience 84 to 94

• 1994 The Gunlocke Company, Wayland, New York - Designer Development of specifying manual, for the Prism Office System

• 1990 William L. Burgin Architects, Newport, Rhode Island - Designer Chepstow Carriage House, Historic Renovation and Conversion, Newport, RI.

• 1988 to 1990 Lerner Associates Architects, Providence, RI - Designer and Project Manager The Mill Street Fire Barn, Historic Renovation and Conversion, Newport, RI. Tockwotton Home, Nursing Home Renovation, Providence, RI. The Gateway, Industrial Park, Portsmouth, RI.

• 1985 to 1987 Ayers/Saint/Gross Architects, Baltimore, Md - Designer, Draftsman Johns Hopkins University Bloomberg Center for Physics and Astronomy Longwood Galleria - Signage Criteria, Boston Mass.

Teaching and Administrative Experience

- **Chair of Industrial Design Department** Massachusetts College of Art and Design, Spring 2009 to summer 2013 - The Industrial Design Program has been newly formed as a department.

Chair's Responsibilities: Coordinated hiring and evaluation of adjuncts, Responsible for course scheduling, Oversaw budget, Peer evaluations, Department Budget Development, Oversaw IDSA Student Chapter, Administered implementation of end of year school show, Collaborated on development of contracts for Product Development, Responsible for acquisition and implementation of 3-D Printer, Coordinated with studio manager on allocation and set up of studio and model shop, Chair of search committee for Full Time Faculty Member, Committees: Vision Committee, All College Committee (Co-chair), Incoming student portfolio evaluations, Developed a Design Strategy Masters Program proposal, which has evolved into the Innovation Leadership Program. I have designed the sequencing, course descriptions, goals and learning outcomes for each course., Student Academic Advisor, Tenure Committee member, facilities committee.

- **Coordinator of the Industrial Design Program**, Department of Environmental Design Massachusetts College of Art and Design, Spring of 2005 to Spring 2009

Coordinator's Responsibilities: Coordinated hiring and evaluation of adjuncts, Responsible for course scheduling, Oversaw budget, Peer evaluations, Department Budget Development, Oversaw IDSA Student Chapter, Administered implementation of end of year school show, Collaborated on development of contracts for Product Development, Incoming student portfolio evaluations,

- **Coordinator of the Certificate Program in Industrial Design**, Department of Continuing Education, Massachusetts College of Art and Design Continuing Education, Massachusetts College of Art and Design, Spring of 2005 to 2013

- **Coordinator of Studio Arts, Syracuse University in Florence**, Department of International Programs Abroad, Syracuse University, 2001-2002

- **Professor of Industrial Design, Department of Industrial Design**, Massachusetts College of Art and Design Day School and PCE, Spring 2007 to Present

Courses Taught from Spring 2007 to Present:

- ID 225 Industrial Design Form
- ID 315 Industrial Design 1
- ID 335 3-D Computer Aided Industrial Design
- ID 330 Portfolio and Presentation
- ID 345 Industrial Design 2
- ID 415 Industrial Design 3
- ID 435 Degree Project 2- Product
- ID 218 Product Rendering
- ID 365 Product Development Lab
- ID 303 Integrated Product Development

Teaching and Administrative Experience continued

- **Associate Professor of Industrial Design**, Department of Environmental Design, Massachusetts College of Art and Design, Spring 2005 to 2007

Courses Taught Spring 2005 to 2007:

- ID 225 Industrial Design Form
- ID 315 Industrial Design 1
- ID 335 3-D Computer Aided Industrial Design
- ID 330 Portfolio and Presentation
- ID 345 Industrial Design 2
- ID 415 Industrial Design 3
- ID 435 Degree Project 2- Product
- ID 218 Product Rendering
- ID 365 Product Development Lab
- ID 303 Integrated Product Development

- **Assistant Professor of Industrial Design**, Syracuse University, College of Visual and Performing Arts, Department of Design, Program of Industrial Design, 1998 to 2005

Courses Taught Fall 2002 to Fall 2004:

- IND 205; Visualization Representation
- IND 273; Industrial Design Form I
- IND 274; Industrial Design Form II
- IND 372; Industrial Design Product
- IND 376; Computer-aided Surface modeling
- IND 475; Computer-aided Industrial Design: CAID
- IND 572; Design: Advanced Problems
- IND 575; Thesis
- DES 400; Synergy Lab

Courses Taught Fall 2001 to Summer 2002

- Coordinator of Studio Arts in Florence
- PTG 256; Figure Drawing
- PTG 356; Design: Advanced Drawing I
- PTG 456; Design: Advanced Drawing II
- PTG 255; Watercolors - Gardens of Florence

Courses Taught Fall 1998 to Spring 2001

- Department of Design: Industrial Design
- IND 475; Computer-aided Industrial Design: CAID
- IND 271; Principles of Industrial Design
- IND 205; Visualization Representation
- IND 372; Industrial Design Product
- IND 375/673; Human Factors for Designers
- IND 473; Graphic Design for Designers
- IND 474; Design Graphics
- IND 476; Environmental Design
- IND 571; Industrial Design Product Practicum
- IND 572; Design: Advanced Problems
- IND 573; Research
- IND 575; Professional Practices
- ISD 561; Furniture & Light Workshop

Teaching and Administrative Experience Continued

- **Faculty member, Maryland Institute College of Art, Continuing Education, in the Department of Architecture and Interior Design, 1995 - 1998**
Courses Taught:
 - Problem Solving through Space Planning
 - Art in Design: Freehand Sketching & Digital Manipulation with PhotoShop

Publications

- **Creating Innovation Leaders: Why We Need to Blend Business and Design Education**
DMI Review Article Vol. 23, No. 4, Fall 2012
Sebastian K. Fixon, Associate Professor, Technology and Operations Management, Babson College; James M. Read, Professor of Design, Massachusetts College of Art and Design
- **Teaching User-focused Innovation**
DMI Review Article
Vol. 16, No. 4, Fall 2005
James Morley Read, Coordinator of Industrial Design, Massachusetts College of Art
- **Expansion and Compression**
2001 IDSA International Design Conference Paper
Fall 2001, Boston
- **Contextual Issues of Design**
2000 IDSA International Design Conference Paper
Fall 2000 Louisiana
- **Embracing Change**
1999 IDSA International Design Conference Paper
Fall 1999 Chicago
1999
- **INshade The structure of a Synergistic Approach to Product Design**
Rochester Institute of Technology
1993 Master's Thesis
The objective of this thesis is to demonstrate a synergistic approach to the design of a consumer product, INshade.

Professional Affiliation

- Professional Member: IDSA - Industrial Designers Society of America
- Corporate Member: DMI - Design Management Institute
- Advisory Board Member: DIGMA - Design in Greater Massachusetts
- Corporate Advisory Board Member: Massachusetts College of Art and Design