

## James Morley Read, IDSA

Design Leader and Design Educator with a record of coordinating, formulating, developing, and delivering products for utilization in diverse industries and delivering progressive new curriculum for the rapidly evolving field of design. 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 Minor
- 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, MA, 2012 – 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

**Fourth Cliff**® is a U.S. federal registered trademark owned by JMRead, LLC.

“Nacre” Oyster Knife

“Miximum” Muddler

**Level-up**, Boston, MA, 2012

Countertop QRcode scanner

**Essence of Life –Xylem Brand**, Gloucester, MA, 2013

Saaji or “companion” Human powered water pump

#### Graphic Design

**JAM Design Hingham**, MA, 2013

Saaji Visual narrative, Illustrations and video animations for **Essence of Life –Xylem**

#### Redfish Product Development LLC., Boston, MA, 2009 – 2012

**Principal** - Co-founded Redfish in 2009, merging user-centered design solutions with a strong understanding of applied anthropometrics and product semeiotics 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, CT., 2012 Facilitator for briefing workshop - Dove Brand

**Essence of Life – Xylem Brand**, Gloucester, MA, 2012  
Saaji or “companion” human powered water pump

**ITT, Cannon** Canton, MA, 2010 – 2011  
ITT J1772 Electrical Vehicle Coupler

**Endurance Swim**, Boston, MA, 2011  
Headstrong™ Swimming Posture Trainer

## Read Design Product Design Studio, Plymouth, MA, 2005 – 2009, Owner

### Product Design

**Randolph Engineering**, Randolph, MA, 2008  
RE serious Equipment Sunglass Display Case System. Point of purchase sunglass display systems for high-end aviation eyewear

**Randolph Engineering**, Randolph, MA, 2007  
3D computer solids modeling of military eyewear for use with JASAM Environmental Protection System

**Dorel Juvenile Group**, Canton, MA, 2006  
Safety First - Juvenile tub products for 2008. Concept design and development of the Comfort Tub

**Randolph Engineering**, Randolph, MA, 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

## ReaDesign, Product Design Studio, Syracuse, NY, 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

### 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, MD, 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, NY, Designer, Development of specifying manual for the Prism Office System

1990 **William L. Burgin Architects**, Newport, RI, Designer, Chepstow Carriage House, Historic Renovation and Conversion, Newport, RI

1988 – 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 –1987 **Ayers/Saint/Gross Architects**, Baltimore, MD, Designer, Draftsman, Johns Hopkins University Bloomberg Center for Physics and Astronomy

**Longwood Galleria** - Signage Criteria, Boston MA.

**Teaching Experience and Administrative Experience****Founding Director of the Master of Design | Design Innovation Graduate program "MDES"**

Massachusetts College of Art and Design, Spring 2015 to present - The MDES curriculum leads students through a structured path that sequentially emphasizes understanding in four key skill areas: empathy, communication, analysis, and context. The program is a full-time, two-year (60 credit-hours) interdisciplinary curriculum intended for students who wish to lead the design and planning of new products, services, environments, systems and organizations. The program philosophy connects deep expertise in the practices of design strategy experience design, service design and of business and an integrated curriculum that uses real-world market and social challenges as the context for class problems.

**Director's Responsibilities:** Design and development of the program, oversight of curriculum execution, student recruitment, coordinating the hiring and evaluation of faculty. Responsible for course scheduling and faculty placement, oversee budget, program budget development, coordinate with studio manager on allocation of studio and MDES cohort space, syllabus development and design of sequencing, course descriptions, goals and learning outcomes for each course. MDES graduate student academic advisor, portfolio review and interview of all MDES candidates. Developed, recruited and coordinated the MDES Advisory Group

**Chair of Industrial Design Department**, Massachusetts College of Art and Design, Spring 2009 to Summer 2013. The Industrial Design Program was newly formed as a department.

**Chair's Responsibilities:** Coordinated hiring and evaluation of adjuncts, responsible for course scheduling, oversaw budget, conducted peer evaluations, department budget development, oversaw IDSA Student Chapter, administered implementation of year-end school exhibition, 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. Developed a Design Strategy Masters Program proposal, which has evolved into the Innovation Leadership Program. Designed the sequencing, course descriptions, goals and learning outcomes for each course, chaired search committee for full time faculty member. Committees: Vision Committee, All College Committee (Co-chair), Incoming student portfolio evaluations, Student Academic Advisor, Tenure Committee member, Facilities Committee.

**Coordinator of the Industrial Design Program**, Department 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, conducted peer evaluations, department budget development, supervised IDSA Student Chapter, administered implementation of end of year school exhibition, collaborated on development of contracts for product development, conducted 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 – 2013

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

**Coordinator's Responsibilities:** Coordinated evaluation of faculty, responsible for course scheduling, oversaw budget, peer evaluations, department budget development, oversaw administered implementation of Fall and Spring department exhibition, Incoming student orientation. Additionally during this time I development of a one year abroad international program I + ID in London, for the Department of International Programs Abroad, Syracuse University.

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

**Courses Taught from Spring 2007 – Present:**

**Undergraduate**

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

**Graduate**

MDES 601	Boot Camp off site retreat
MDES 603	Storytelling and User Experience
MDES 611	Experience Design Lab II
MDES 701	Thesis Research
MDES 711	Thesis Development

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

**Courses Taught Spring 2005 – 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 – 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 40	Synergy Lab

**Courses Taught Fall 2001 to Summer 2002 - Studio Arts in Florence, IT**

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

**Adjunct Faculty member**, Maryland Institute College of Art, Continuing Education, Department of Architecture and Interior Design, 1995 - 1998

**Courses Taught:**

Problem Solving through Space Planning

Art in Design: Freehand Sketching & Digital Manipulation with Photoshop

## Curriculum Development

**Curriculum/Program/Course Design of MDES Master of Design**, Design Innovation for Massachusetts College of Art and Design. Designed and developed a 60 credit Master of Design Program that combines business and design

**Curriculum Revision/Course Design** of the Industrial Design undergraduate program at Massachusetts College of Art and Design. 2005 – 2006 revised the program from 36 to 42 credits and brought it into alignment with NASAD standards

**Course Design** Co-designed a interdisciplinary course with Olin College of Engineering, Babson College of Business, and Massachusetts College of Art and Design

**Curriculum/Program Design** of I + ID Semester Aboard Program, Syracuse University in London, Department of International Programs Abroad, Syracuse University, 2002 –2003

## 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

**INshade The structure of a Synergistic Approach to Product Design**

Rochester Institute of Technology, 1993 Master's Thesis

The objective of this thesis was to demonstrate a synergistic approach to the design of a consumer product, INshade.

## Professional Affiliation

**NASAD Visiting Evaluator:** National Association of Schools of Art and Design (NASAD)

**Professional Member:** IDSA - Industrial Designers Society of America

**Corporate Member:** DMI - Design Management Institute

**Corporate Advisory Board Member:** Massachusetts College of Art and Design

**Master of Design Advisory Group:** Massachusetts