

Beth Werner

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Core Capabilities

Proven Track Record | Confidently leads products and services from initial research to launch.

Champion of the User | Gives the user a voice through easy to understand, synthesized deliverables. Sells consumer insights generation to internal teams. Creates inspiring workshops for executive leadership.

Leadership | Manages interdisciplinary teams, timelines, and budgets. Is a seasoned mentor who is constantly improving.

Methodology | Identifies the most appropriate methodology for projects while experimenting with new methods when possible.

Complicated Problems | Unravels challenging problems while balancing the needs of multiple stakeholders.

Passion | Strives to find ways for companies to drive profit while designing for underserved and emerging market.

Fearless | Jumps whole heartedly into new projects or design challenge.

Bose (2/13-present)

Bose is a premium Consumer Electronics company focused predominantly in the space of high-quality audio.

My Role

Plan, conduct and synthesize ethnographic, behavioral and competitive product research to identify trends, patterns and core user needs.

Facilitate team immersion into the project subject matter, developing activities and advancing the discussion to greater awareness, in order to support fertile ideation.

Facilitate a user-oriented, collaborative design process—leading a multi-disciplinary team to develop user insights and innovative product strategies.

Work closely with business, technology and industrial design experts in order to understand business and technical concerns, constraints and opportunities.

Develop inspiring presentation of user research, concepts, prototypes and other outputs to internal stakeholders and other development audiences.

Ximedica Hospital Delivery Systems (2/12-2/13)

Ximedica partners with innovative healthcare providers to develop human-centered solutions

My Role

Managed large scale user research projects for hospital systems

Focused on process improvement and human centered user research to co-create solutions with healthcare clients

Developed and standardized user research and innovation methodologies

Client Relationships



Achievements

Saved a hospital system over \$1M/year in lost revenue due to inventory problems

Maintained relationships with the C-suite to develop continuous process improvement initiatives

Improved the surgical services and medication administration processes to reduce delays, improve efficiency, improve user experience, and increase profitability

Insight (1/11-2/12)

Insight is a design consultancy focused on technical and medical products and services.

My Role

Managed user research projects for technical and medical product development .

Developed business opportunities by participating in sales pitches and writing proposals.

Worked with medical practitioners to develop graphical user interfaces for a number of medical products.

Continuum (7/07-12/10)

Continuum is a global innovation and strategy consultancy

My Role

Provided consistently outstanding design strategies by balancing user desirability with business viability and technical feasibility.

Managed projects and teams.

Developed a deep knowledge of branding and B2B services.

Promoted thought leadership and supported design education by speaking and being published frequently.

Victoria Staten (04/04-7/07)

Victoria Staten is a high-end brand which creates baby products, environments, and lifestyles for sophisticated, modern families.

My Role

Created a line of twelve products from concept to factory production in less than one year.

Designed customer facing pieces including product packaging, instruction manuals, and point of purchase displays.

Client Relationships



Achievements

Created heuristic metrics to evaluate industrial design and user experience for medical and technical products allowing clients to evaluate user experience as well as risk.

Conducted global user research to create the first powered laparoscopic stapler for international use.

Developed user experience for disposable product for patients suffering from Rheumatoid Arthritis and Multiple Sclerosis.

Client Relationships



Achievements

Worked on the team to research and develop Compass for Herman Miller, a product line which has exceeded sales expectations and won numerous design awards.

Became an expert in user research for emerging markets.

Developed and presented workshops to guide clients through a repeatable process for innovation.

Product Offering



Achievements

Created innovative, removable, machine washable micro-fleece and "fold and store" natural maple products.

Worked with local factories to reduce the cost of production and increase line efficiency while maintaining premium quality.

Products featured in "Fit Pregnancy", "Child", "Urban Baby Daily", "Daddy types", "Droolicious" and the movie *Four Christmases*.

Techtronic Industries (7/04- 12/06)

TTI is the owner of a number of power tool and gardening brands.

My Role

Coordinated qualitative and quantitative research, synthesized results and presented findings to a cross-functional teams and external executives.

Brands



Achievements

Developed multiple products from initial research to product launch including the Ryobi Air Grip which was named Home Depot's Innovation of the year
The youngest person in the company to receive number of design and utility patents.
Created a design language for the Ryobi line of tools to help align product design and packaging with customer's expectations of the brand.

Education

Bachelors of Fine Art Industrial Design | Savannah College of Art and Design
Dean's List all semesters | Graduated Cum Laude

Masters of Healthcare Administration | Framingham State University | Anticipated Graduation 12.2014

Awards

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| 2012 <ul style="list-style-type: none">Health Design Challenge- Honorable mention | <ul style="list-style-type: none">Medical Design Excellence Award- GoldSCAD Distinguished Alumna | 2007
Mom's Best Award |
| 2011 <ul style="list-style-type: none">IDEA Research- BronzeIDEA Medical- Silver | 2010
NeoCon- Gold
Spark Award- Gold
Interior Design Best of Year Award | 2005
Home Depot Innovation Award |
| | | 2004
JPMA Student competition winner |

Lecturing Engagements

Savannah College of Art & Design |

- "Design with Gender in Mind"
- "Design for the Base of the Pyramid"
- "Design Thinking"
- "Service Design Thinking"
- "Understanding Consumers"

EPIC 2008 | "Co-Creation to End Homelessness"

EPIC 2011 | "Opting out of Stasis"

MassArt | "The Art of Guerilla Research"

MIT | "Digital Collaboration and Team Building"

WGBH Design Squad | "Design Strategy and the HomeDome"

RISD | Introduction to User Research & Human Centered Design

Better World by Design Conference | Design Policy- Form follows function, emotion, meaning, society, & innovation

Publications

Jon Kolko's Exposing the Magic of Design | "The emotional touch points of Shopping"

Core77 |

- "Design Thinking and COINS".
- "Open for Branding" 6 post series offering a behind the scenes look at the creation of the brand identity for Design Museum Boston

Skills

Behavior Change
Customer Service Design
Service Design
Project management
Team mentoring
Project organizing, planning, and methodology*
Generative research

Directional testing
Usability testing
Design strategy
Brand Strategy
Program development

*researchdriveninnovation.squarespace.com has a detailed outline of my methodology

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