

## Peter M. Bartlett

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### Design Strategist and Innovation Leader

- Creating value by implementing human-centered design and design thinking principles to develop innovative solutions and strategies.
- Repeated success in commercializing strategic initiatives, launching new brands, growing new and existing partnerships, and securing program funding through the leverage of consumer insights and marketing expertise.
- Successful billion-dollar worldwide product launches working with young start-up companies and industry leaders.
- Proven business acumen and team leadership – managing million-dollar+ departmental budgets, steering organizational change and restructuring, and recruiting and mentoring top talent.
- Channel Experience includes major mass retail, e-commerce, commercial, OEM, dealers, distributors, and education.

**Specialties:** Innovation, Design Thinking, New Product Development, User-Centered Design, Business Strategy, and Process Management

### Huntington National Bank – Manager of Design Research and Operations Columbus, Ohio (2021-present)

*Huntington is a \$175 billion asset regional bank holding company headquartered in Columbus, Ohio operating more than 1,200 branches in 12 states, with certain businesses operating in extended geographies.*

Manage a team of eight design researchers while also assisting the UX team's efforts to involve users in a portfolio of experience design initiatives and advocating for the voice of the customer with teams across the company.

- Partner with the Sr. UX Manager to build staffing plans, monitor capacity, and plan training and development activities.
- Member of the Huntington UX leadership team.
- Successful recruitment and onboarding of multiple new team members with the first 90-days.
- Participate in and execute generative and evaluative design research efforts executed by Huntington UX or external third-party vendors including usability testing, one-on-one interviews, focus groups, heuristic evaluations, co-design activities, contextual inquiries, ethnographic research, surveys, card sorting.
- Support research operations, including; create research approaches and statements of work, managing third-party relationships, work with internal finance and sourcing partners on budget-related items.
- Review teamwork products and provide critical feedback and direction.
- Identify and create unique and novel processes necessary to efficiently manage projects and workload.
- Partner with key stakeholders across the business to understand business needs

### Savannah College of Art and Design – Professor of Design Management Savannah, Georgia (2018 – 2021)

*A private, nonprofit university with over 14,000 students, more than 40 majors, and 75 minors focused on creative careers.*

Recruited by SCAD to teach graduate level, interdisciplinary courses within the School of Design on design thinking, facilitating innovation through co-creation, contextual research, creative thinking, business strategy, and leadership – both on-ground and through SCAD eLearning. Graduate faculty advisor for 25-30 students per quarter. Authored the online version of Visual Communication and Presentation. Classes taught include:

- Methods of Contextual Research (IDUS 711 and IDUS 711 OL) Presenting techniques such as interviewing, focus groups, contextual inquiry, surveys, and questionnaires and the creation of novel research methods necessary to conduct relevant and useful research.
- Facilitating Creative Thinking (DMGT 732 and DMGT 732 OL) Preparing students to lead teams in the envisioning of new ideas and solutions, learning through failures by developing skills in framing, imaging, and group interaction as they apply the process of design conceptualization outside of the familiar studio domain.
- History and Interpretation of Innovation (DMGT 702 and DMGT 702 OL) Exploring various aspects of innovation and triggers such as culture, environment, teamwork, adversity, intuition, and ingenuity – students apply their findings toward the development of a personal definition of innovation and the role design management plays in creating the potential for innovation to occur.
- Idea Visualization (DMGT 706 and DMGT 706 OL) Drawing is the core skill with which designers create, communicate, and collaborate. To have a commanding presence in interdisciplinary collaborative sessions, the design manager must be proficient in drawing and diagramming in front of a group of people. The result of this proficiency is the emergence of a culture of rapid prototyping as the images produced become models of a community of ideas. In this course, the focus is on real-time sketching and diagramming among groups to enhance right-brain activity; effectively summarizing issues; empowering and extracting ideas from teams, and fostering collaboration through shared imagery.

### **Savannah College of Art and Design** (continued)

- **Design Management M. A. Final Project (DMGT 748)** Through a rigorous project in the management of a complex design process, the student demonstrates mastery of the issues, methods, and tools of design management. Based on a topic developed by the student, the outcome of the design process is manifested in a tangible artifact that satisfies the needs of the customer, market, producer, and organization. Through documentation and a formal project presentation, students demonstrate their control of the design process and the resolution of conflicting issues related to innovation.
- **Sustainable Design M. A. Final Project (SUST 748)** In this final studio, M.A. students apply all previously acquired skills to develop a truly sustainable product, building, environment, or service concept that addresses all aspects of the development process. Students integrate a closed-loop system and demonstrate an understanding of the interdependence of the four E's (Ecology, Economy, Equality, and Education). With the collaboration of the supervising professor, students must demonstrate command of project planning, development, and realization for the topic of their choice.
- **Visual Communication and Presentation (SDES 501 and SDES 501 OL)** Proficiency with 2-D and 3-D digital tools to document and convincingly communicate ideas is essential for the artist and designer in a wide range of creative careers. Students learn and explore the various advantages of digital tools and their appropriate application toward the effectual presentation of ideas.
- **The Human Factor, Design Thinking (SDES 502 OL)** Students explore physical, behavioral, and emotional human characteristics as components of the design thinking process. Through a series of projects, students apply human factors and user-centered design methodologies to the diverse fields of design pertaining to products, services, and systems.
- **Applied Theory in Design (SDES 704 OL)** Students explore current design practices and the role of the theory that informs and guides the management of the design process. Project management topics include preparation of comprehensive design briefs, strategic mapping of the design process, and contingency planning of the project throughout its execution
- **Thesis Completion (THES 799)** M.F. A. graduate thesis committee member and chair for numerous Design Management and Industrial Design defenses.

### **ACCO Brands** – Kettering, Ohio (2012 – 2018)

*\$1.9B manufacturer of school and office supplies with leading brands AT-A-GLANCE, Five Star, Mead, Quartet, Swingline, Derwent.*

#### **Director of Innovation** (2012-2017) **Director of Student Innovation** (2011-2012) **New Products Marketing Manager** (2011)

Led category innovation and strategic initiatives from initial framing and trend analysis through concept design, qualitative and quantitative research, engineering, intellectual property protection, sampling, and go-to-market support for the ACCO family of consumer-facing brands including Five Star, Trapper Keeper, Mead, AT-A-GLANCE, Day-Timer, Cambridge and Day Runner.

- Departmental talent management of a 13-member team including six direct reports – locally and offsite.
- Appointed Interim Director of Early Learning assuming three additional direct reports, multiple indirect reports, outside graphic design, authors, content experts, and editorial services, and \$500,000 in additional budget management.
- Managed an annual budget of \$1.7MM.
- Launched an annual average of 2200+ SKUs including 150+ new items and product line extensions.
- Designed and institutionalized new product development business processes across two GBUs.
- Appointed by the senior leadership team as process-lead during multi-site corporate change initiative – U.S. Optimization Project.
- Drove business and product innovation growth internally and through outside partnerships with Strategos, Herbst Produkt, Design Think, and others utilizing user-centered design thinking including workshop planning and facilitation.
- Provided product support for key accounts including sales calls to Target, Walmart, Office Depot, and Office Max.
- Team lead – vetting new ventures and joint partnerships for the consumer and office products division.
- In 2017 Five Star realized strong Back-to-School growth of 5.5% in dollars and 9.4% in units while the overall BTS category was down 2.6% in dollars and 5.3% in units.
- Led key platform launches including new market entries into Student Locker Organization, Teacher Classroom Organization, Summer Learning Kits, Student Backpacks, brand reinventions of AT-A-GLANCE and Trapper Keeper, and the brand launch of ACCO's first premium line – SLATE Collection.
- The AT-A-GLANCE Young Professional program drove \$2.25 million in sales and \$1.5 million in incremental revenue in its first year and continues to grow at Staples and Target.

**designMotion LLC – Strategy Consultant | Owner** Dayton, Ohio (2002 – 2007 & 2009 -2011)

*Privately-owned business and design strategy firm serving the consumer products, commercial, and technology industries.*

Worked with the CEO and VP of Engineering of NuVo Technologies on a five-year strategic plan – defining the product roadmap and consumer segment marketing, and leading initial design and development of a wireless smart home (IoT) audio system.

- Facilitated C-Level strategy workshops to analyze market disruptions and frame a long-term portfolio strategy.
- Delivered key product marketing intelligence, the voice of the consumer (VOC), roadmap strategy, and product ideation for NuVo's first-generation wireless whole-home audio solutions – the P-Series, a critical prerequisite to NuVo's merger with Legrand.
- Developed storyboards, low and high-fidelity wireframes, user experience guidelines for NuVo's first iPad application.
- Other clients included: Ingersoll-Rand, Grote Industries, Mertz Design, Virtuoso Creative Group, MeadWestvaco, and Crown Equipment.

**Hewlett-Packard – Worldwide Brand & Product Manager** Cupertino, California (2007 – 2009)

*\$114B manufacturer of a wide variety of computer hardware and software products including desktop PC's, laptops, and servers.*

Industrial Design Brand Manager | Chassis and Input Device Product Manager, Worldwide Marketing, Consumer Desktop PCs.

Responsible for the strategic planning and cross-functional implementation of a growing \$6B global portfolio of consumer PCs.

- Collaborated cross-functionally across product line managers, regional sales, R&D, and supply chain to ensure HP's consumer desktop roadmap met worldwide and local requirements.
- Lifecycle management for HP and Compaq consumer PC chassis, keyboards, mice, card readers, and electro-mechanical systems including segmentation, roadmap planning, pricing, positioning, P&L, and ROI.
- Brand lead for HP and Compaq consumer PC design trends, language, research, and strategy.
- 2009 HP and Compaq PC product lines – ranked "most appealing" in worldwide quantitative research in all regions.
- Team lead on Process Improvement program – developing key milestone schedule and stage-gate process.

**The University of Cincinnati – Assistant Professor of Industrial Design, Division of Professional Practice** Cincinnati, Ohio (2002 – 2007)

*A public research university, with an annual enrollment of over 45,000 students – ranked a Top 20 university for co-ops and internships.*

Managed the cooperative education program in industrial design and transportation design including the development of discipline-related co-op jobs for students, articulated the relationship between academic studies and work experience, and researched work-based learning, individualized mentoring, and classroom instruction.

- Established and managed key partnerships with management in 199 of today's leading design organizations including Procter and Gamble, Nike, IDEO, Fisher-Price, Astro Studios, Ethicon Endo-Surgery, Daimler Chrysler, and General Electric.
- Served as principal researcher in a multi-disciplinary team of faculty, strategic advisors, employers, students, and alumni outlining the necessary steps to continue to deliver the nation's top-ranked co-op program.
- Professional Practice representative on the PACE Application Team – a record-breaking in-kind gift of design and engineering hardware and software tools valued at \$420 million from Partners for the Advancement of Collaborative Engineering Education awarded in 2007.
- Assisted industry partners in the development and implementation of effective recruiting strategies.
- Over 1100 student placements with 199 different industry partners generating more than \$7.9 million in student income.
- a successful 98.5% placement rate while supporting 50% program growth.

**Crown Equipment – Industrial Designer** New Bremen, Ohio (1999 – 2002)

*\$3B privately held, family-owned manufacturer of electric and gas-powered lift trucks.*

Delivered award-winning industrial design utilizing industry-leading user-centered ethnographic research, in-field usability and human factors testing, and in-house engineering and rapid-prototyping.

- Notable programs included the FC 4000 and SC 4000 Counterbalanced Forklifts; the RR5200 and RR 5200S Series Reach Trucks; ST3000, SX3000 & WF 3000 Series Stackers; TSP 6000 Series Very Narrow Aisle Turret Truck; and exploratory work on the C-5 Series IC Counterbalance Forklifts.

## EDUCATION

**University of Cincinnati** Master's Degree: M.Ed. in Instructional Design 4.0/4.0 GPA

**University of Cincinnati** Bachelor's Degree: B.S. in Industrial Design

## ACTIVITIES, SKILLS, AND HONORS

Innovation, design thinking, co-creation, problem-solving, user-centered design, business strategy, and project management

Leadership, talent management, recruitment, collaboration, product lifecycle management, planning, and budgeting.

Business Model Canvas, ZAG, financial modeling, empathy mapping, customer journey mapping, data-based persona

development, innovation workshop planning and facilitation, generative and validation research, human-factors research.

Certified Lextant Research and Insights Translation trainer

SAP, Lotus Notes, SPSS, Siemens NX, Solidworks, Fusion 360, Keyshot,

Microsoft Office: Outlook, Word, Excel, PowerPoint, and Project

Adobe CC: Photoshop, Premiere, Lightroom, InDesign

Industrial Design Society of America (1999-present)

Southern Ohio IDSA Chapter Chair (2006-2007), Treasurer (2008-2010)

IDSA Mideast District Conference Planning Committee (2007)

IDSA National Membership Task Force Chair, IDSA Chapter Reorganization Task Force Co-Chair

Past Southern Ohio IDSA Chapter Chair & Treasurer, IDSA Mideast District Conference Planning Committee

University of Cincinnati Faculty Senate (2002-2006)

Professional Standards Review Committee Chair: Division of Professional Practice

Reappointment Promotion and Tenure Committee, Division of Professional Practice: Value Analysis Task Force

Ad Hoc Faculty Senate UC|21 and Faculty Senate Nominations Committee

10-year multi-entry China Visa (expires 2028)

Published author and photographer

Eligible for United Kingdom family visa

## Honors, Awards, and Publications

- 2020 US Patent No.: US 10,730,335 B2  
Dual Binding System
- 2019 US Patent No.: US 10,165,837 B2  
Reconfigurable Storage Device
- 2018 Macro Photography Live with Janice Sullivan  
Featured guest
- 2018 US Patent Pending No.: US 20,180,290,482 A1  
Reinforced Pocket Device
- 2018 Chiiz Magazine: Issue 11  
Featured macro-photographer – 2-page spread.
- 2017 –IGNITE: Setting your Organization's Culture on Fire with Innovationamy  
Featured Interview on innovation in the workplace
- 2015 – Top Macro Photographers Share Their Secrets  
Creative Drum website  
Featured interview and spread
- 2014 Teachers' Choice Award Family  
Puzzlewords; Mead (ACCO Brands)
- 2011 ExCite Award – Custom Retailer; Best New Product  
NuVo Wireless Whole Home Audio System
- 2011 CePro Best  
All-Inclusive Multi-Room Audio System  
NuVo Wireless Whole Home Audio System
- 2011 Gold SVI Trade Award  
Best Multi-Room Audio System; NuVo Grand Concerto Whole Home Audio System

## Honors, Awards, and Publications (Continued)

- 2011 US Patent No.: USD 649,322S1  
Counterweight for a Fork Lift Truck
- 2009 Technology InAVation Award  
InAVate Magazine; NuVo Essentia Whole Home Audio System
- 2008 CEDIA Manufacturer's Excellence Award  
Best New Product; NuVo Essentia Whole Home Audio System
- 2008 Product of the Year Award  
Electronic House Publishing  
NuVo Essentia Whole Home Audio System
- 2008 ExCite Award - Custom Retailer  
NuVo Essentia Whole Home Audio System
- 2007 CEPro High Impact Award  
Grand Concerto with OLED Touchpad
- 2007 Multi-Room Award – EHX  
Best All-Inclusive Multi-Room Audio  
System under \$500 per Zone  
NuVo Essentia Whole Home Audio System
- 2007 Product of the Year Award  
Electronic House Publishing  
NuVoDock Wireless iPod Dock
- 2007 ExCite Award - Custom Retailer  
NuVoDock Wireless iPod Dock
- 2007 Best Audio Component  
Consumer Electronics Association's TechHome  
NuVo M3 Music Server
- 2007 ExCite Award - Custom Retailer  
NuVo Grand Concerto Control Pad
- 2006 Product of the Year  
Electronic House Publishing  
NuVo Grand Concerto Audio Distribution System
- 2006 Industrial Design Society of America National Conference  
Panel Presentation and Moderator  
"Changing Face of Design Recruitment"
- 2006 Cooperative Education and Internship Association National Conference  
Research Publication and Presentation  
"Discovering New Opportunities: A Value Analysis Approach to Program Improvement"
- 2006 iF Product Design Award  
Crown WF 3000 Series Stackers
- 2005 Design Distinction in Equipment  
ID Magazine: Crown SX 3000 Series Stacker
- 2005 red dot Award – Product Design  
Crown WF 3000 Series Stacker
- 2005 Introduction to Professional Practice  
Co-Author/Co-Editor
- 2004 Good Design Award  
Chicago Athenaeum Museum of Architecture and Design  
Crown SX 3000 Series Stacker
- 2003 Design Distinction in Equipment  
ID Magazine: Crown FC 4000 Series Counterbalanced Rider
- 2003 Gold Industrial Design Excellence Award  
Industrial Design Society of America  
Crown FC 4000 Series Counterbalanced Rider
- 2002 Good Design Award  
Crown FC 4000 Series Counterbalanced Rider
- 1998 Award of Excellence  
Art Center Dayton: Scuba Pro Retail Strategy
- 1993 Good Toy Award - Gold  
Oppenheim Toy Portfolio  
Little Tikes Adventure Mountain Raceway