

Andy Conrad

OBJECTIVE

Research and concept development

Directing traffic at the intersection of research, design, and psychology.

EDUCATION

The Institute of Design at IIT

Chicago, Illinois 08.07 - 05.10

Master of Design candidate

- Focus in research and planning
- Coursework in ethnography, product and experience planning, and behavioral prototyping

Miami University

Oxford, Ohio 08.99 - 12.03

Bachelor of Arts in Psychology

Bachelor of Science in Family Studies

- Cum Laude graduate
- Golden Key National Honors Society
- Coursework in visual perception, human factors, architectural psychology, and personality theory

SKILLS

Abstract

Getting people to talk

Improving research plans

Extracting and organizing insights

Simplifying concepts to their essence

Communicating ideas visually

Concrete

Illustrator

InDesign

Photoshop

Flash

Dreamweaver

Actionscript

HTML/CSS

Sketchup

Rapid Prototyping

PORTFOLIO

www.id.iit.edu/~conrad

EXPERIENCE

Sustainability Audit Project Coordinator

Chicago, Illinois 05.08 - current

Lead one of five teams auditing campus sustainability at IIT.

Designed an observational study to produce quantitative behavior metrics, generalizable methods of study, and directions for solution development.

Automotive Interiors Research Assistant

Chicago, Illinois 09.08 - 12.08

Formulated, revised, and executed remote and in-car camera studies as part of a team directed by Ph.D students at the Institute of Design.

Developed an appreciation for language barriers and the importance of questioning a research plan.

Third Floor Collective

Chicago, Illinois 05.08 - 09.08

Formed a pro bono design group with fellow students to assist local non-profits that otherwise could not hire a design firm.

Led a four-person team that designed and produced window displays for a play therapy center based in Chicago.

Experienced the design process from beginning to end, including setting up our group, relating to clients, managing teams, and working with a budget.

Commerce National Bank

Columbus, Ohio 09.06 - 08.07

Restructured wire transfer department for small commercial bank.

Enjoyed the opportunity to quickly learn a new process, organize it into steps, and reduce information to only what each department needed to know.

The Great Indoors

Columbus, Ohio 02.04 - 01.06

Helped customers identify usability issues when remodeling.

Exposed six incidents of internal and external theft and was promoted to departmental trainer.

Observed breakdowns in consumer design decisions; customers forgot things like being left-handed or that all of the other hardware in their house was nickel, not brass.

INTERESTS

Intellectual

Soft Systems (airports, automotive interiors)

Experience Design

Behavior/Motivation/

Choice

Personal

Photography

80's Music

European Motorcycles

Swing Dancing