

**Christopher Finlay** (updated 9/15/2009)

917.860.4082 | cfinlay1@gmail.com | 44 North Court St. Providence, RI 02903

### Objective

To create meaningful change in the world, using a human centered innovation approach and methods.

### Professional Experience

*Director of Design | SEL | Business Innovation Factory, Providence, RI | 6/1/2009 – Present*  
Managing the Business Innovation Factory's Student Experience Lab, a national research project to investigate the factors that impact the post secondary student experience and degree attainment. In charge of all aspects of qualitative and quantitative research as well as interactive design deliverables. A Lumina funded project.

*Managing Partner | DMD Experience Design, New York, NY | 8/2008 – 5/29/2009*

Leading the innovation consulting practice DMDxd that is part of the DMD Network, an international consulting group. DMDxd matches business strategies to deep user insight to enable clients to produce desirable, feasible and viable products and services.

Clients: OnCure Radiation Oncology Network, Hunter Douglas & Shaw Industries

*Researcher | Mayo Clinic SPARC Innovation Group, Rochester, MN | Summer 2007*

Developed user centered service extensions through qualitative and quantitative research that bridge user insights and business strategy.

*Consultant | Freelance, Chicago, IL | 10/2006 - 6/2008*

Created visual and strategic solutions in collaboration with clients for ongoing projects.

Clients: CEO's for Cities, Partners in Public Education (PIPE), Doblin Innovation Group

*Principal | Christopher Finlay & Assoc. | 2004 - 2006*

Owned and operated design consultancy focused on brand management, marketing, print graphics and retail design. Responsibilities included project management, budgeting, art direction and client management.

Clients: Time Inc., Maybelline New York, Patrick McMullan Company, Jhane Barnes and Steven and William

*Creative Director | Jhane Barnes Menswear, New York, NY | 2004 - 2005*

Developed brand strategy to improve visibility and improve customer and retailer engagement. Responsibilities included budgeting, art direction, marketing, website development and show room design. Reported directly to CEO and President.

### Education

IIT Institute of Design & Stuart School of Business, Chicago, IL, MDes & MBA, 2008

School of Visual Arts, New York, NY, BFA, 2004 and Student Leadership Award

### Technical Skills

MS Office, Adobe CS4 Suite, HTML & CSS, photography (digital & film), Video

### Speaking engagements

University of Minnesota, Bethany College: NYCAMS, University of Pennsylvania, IxDA Chicago Chapter

### Interests

Competitive Etchell's class sailboat racing, Culinary arts, Travel