

## **IDEO - <http://www.ideo.com>**

IDEO is an award-winning global design firm that takes a human-centered, design-based approach to helping organizations in the public and private sectors innovate and grow.

## **Rule 29 - <http://rule29.com>**

A creative strategic firm whose approach is built on collaboration, commitment, and caring. We work with companies that value design thinking, that appreciate design's role as a competitive advantage, and that embrace teamwork.

## **Conifer Research - <http://www.coniferresearch.com>**

We spend time with people to explore the deep meaning of everyday life. By immersing ourselves in people's lives, homes, and daily routines, we seek to understand what they do, how they think, and what they value. During our time together, we witness whole experiences. We develop empathy that allows us to see with fresh eyes what attracts, delights, and frustrates our participants, as well as where we can help our clients address unmet needs and barriers.

## **Ziba - <http://www.ziba.com>**

Ziba is an experience design and innovation firm that helps companies create value through design.

## **Pentagram - <http://www.pentagram.com/work/#/all/all/newest>**

Pentagram is the world's largest independent design consultancy. The firm is owned and run by 19 partners, a group of friends who are all leaders in their individual creative fields. (...) We work in London, New York, San Francisco, Berlin, and Austin. We design everything: architecture, interiors, products, identities, publications, posters, books, exhibitions, websites, and digital installations.

## **Frog - <http://www.frogdesign.com>**

Frog's journey began in 1969 when Hartmut Esslinger started his business "esslinger design" in the Black Forest of Germany. Ushering in an era of emotional design in response to the mostly function-oriented products of the day, esslinger design was born out of a desire for improving the everyday lives of people, a passion for innovative technology, and a willingness to work directly with a client's top management and strategic focus on economic success.

## **Smart - <http://smartdesignworldwide.com>**

We're a design and innovation consultancy. We work across the digital and physical to deliver empowering experiences. We embrace the potential of design to improve lives, and by designing for purpose, not just appearance, we make design matter.

## **Maya - <http://maya.com>**

We design products and services at the intersection of information, technology, and human experience. They work with forward-looking organizations grow and thrive through outstanding design experiences.

## **Luma Institute - <http://www.luma-institute.com>**

We believe that innovation is a growing social and economic imperative. It calls for more people to be more innovative, more often.

## **Ken and Jenn Visocky O'Grady - <http://www.visockyogrady.com>**

Ken is an associate professor at the School of Visual Communication Design at Kent State University, where also serves as the associate director and graduate coordinator. Jenn is a professor and chair of the Art Department at Cleveland State University. Together, they have authored three books—Design Currency, The Information Design Handbook, and A Designer's Research Manual—and have work featured in dozens of publications.

## **Emily Pilloton - <http://www.projecthdesign.org/people/emily-pilloton>**

Emily founded Project H in 2008, believing deeply in the power of design and building to excite learning and citizenship (...) Emily believes that by giving youth, particularly girls and students of color, the skills to design and build their wildest ideas, we can support the next generation of creative, confident change makers. Her ideas and work have made their way to the TED Stage, The Colbert Report, The New York Times, and more. She is the author of two books: Design Revolution: 100 Products that Empower People, and Tell Them I Built This: Transforming Schools, Communities, and Lives with Design-Based Education.

## **Ellen Lupton - <http://elupton.com>**

Is curator of contemporary design at Cooper-Hewitt, National Design Museum in New York City and director of the Graphic Design MFA program at Maryland Institute College of Art (MICA) in Baltimore. An author of numerous books and articles on design, she is a public-minded critic, frequent lecturer, and AIGA Gold Medalist.

## **Meredith Davis - Bio by Alice Twemlow**

<http://www.aiga.org/medalist-meredithdavis>

Meredith Davis, who comes from a family of teachers, says, "I don't remember not expecting to teach—it's in my history." Her first job, after earning two degrees in art education, was as a middle-school art teacher in Pennsylvania.

## **Brenda Laurel - [https://www.ted.com/speakers/brenda\\_laurel](https://www.ted.com/speakers/brenda_laurel)**

Brenda Laurel has been part of several major revolutions in the way humans use computers: virtual reality, interactive narratives, and some fresh approaches to gaming.

## **Vijay Kumar (IIT) - <https://www.id.iit.edu/community/people/vijay-kumar>**

Vijay Kumar is a professor at the IIT Institute of Design and leads the Strategic Design Planning and the Design Methods programs. For more than 12 years he was the chief methodologist at Doblin Inc. (now a member of Monitor Group), a global innovation firm. He has also led his design consulting practice in India for more than seven years.

Elizabeth Dori Tunstall - <http://theconversation.com/profiles/elizabeth-dori-tunstall-105620>

As associate professor of design anthropology, Dori investigates how design translates human values into tangible experiences. After completing her PhD in anthropology at Stanford University, Dori gained extensive industry experience as a senior experience modeler at Sapient and senior experience planner for Arc Worldwide.