Kip Lee | Biosketch

I am a designer, manager and researcher interested in the shaping of organizations and organizational life through design. I am also an editor of the prestigious journal, *Design Issues*, published by MIT Press.

I started my career at two world-renowned innovation firms, **IDEO** and **frog design**, where several projects focused on improving the well-being and health of various groups of people. Two of the clients include Eli Lilly and Humana. The most rewarding work was being part of 'Project Masiluleke,' which consisted of a mobile campaign in South Africa around HIV awareness and the creation of an HIV self-test kit. *The Economist* has hailed this work as "The world's largest field trial in mobile health technology," and part of my work on this project is featured in a Yale School of Management case study (link).

As an designer of digital services and interactions at **Marriott International**, I helped launch the company's first suite of mobile products. Marriott Mobile debuted at #4 on the iTunes App Store top charts, #1 in the travel category. This new platform also brought in $329MM in 2011 and $730MM in 2012 for the company. According to Internet Retailer's 2012 mCommerce ranking, this made Marriott Mobile 3rd in mobile revenues after Amazon and Apple. As of this writing (May 2017), 30% of Marriott's $17 Billion revenue is being generated by this digital platform (link).

As an organizational designer and student of management, I help managers and senior executives shape the *quality of experiences* that are being provided to both external and internal stakeholders. I see design as a vehicle for innovation that can help improve the lives of all those who are served by organizations. As Head of Design at **Microbac Laboratories**, I helped make 'client experience' an explicit part of the company's renewed vision and strategy. Crafted closely with the newly appointed CEO during a time of crisis within the organization, a framework based on human-centered principles provided a way to bring change for a company that seeks to shift from a model of growth based on acquisitions to that of organic development.

As one of the emerging voices in the nascent field of design management, I am also passionate about sharing and exchanging ideas about design and innovation within a thriving community. I have given conference talks on the topics of design, innovation, and user experience (such as at TEDxCLE and Adaptive Path's Managing Experience Conference), and taught 'design thinking' to MBA and engineering students.

Kipum Michael Lee | CV

kipumlee@gmail.com

EDUCATION

Case Western Reserve University, Weatherhead School of Management
Ph.D. / Department of Design & Innovation (8/2010 - Present)

Carnegie Mellon University, School of Design
Master of Interaction Design (8/2006 - 5/2008)

University of Pennsylvania, School of Design
Master of Architecture - did not complete (9/2003 - 5/2004)

University of Pennsylvania, School of Engineering
Bachelor of Biomedical Sciences / Mathematics minor (9/1999 - 5/2003)

WORK EXPERIENCE

University Hospitals | Director of Innovation, 1/2016 - Present

Leading human-centered design and innovation at a complex healthcare organization

I serve as the key business partner to the Chief Innovation Officer (CINO) to identify, prioritize and implement innovation initiatives at University Hospitals (UH) and beyond. In partnership with the CINO, I set the vision, strategy and plans for Innovation at UH and translate the vision/strategy into specific, concrete operational initiatives and partnership frameworks

Microbac Laboratories | Head of Design, 5/2014 - 12/2015

Responsible for amplifying design thinking in a mid-sized, privately-held organization - reporting directly to the CEO

Led as co-chair of the Advisory Council to the CEO

Helped build design capability within the organization via a portfolio of design projects; Many of these projects do not fit the profile of a traditional design project, e.g. applying design thinking to supply chain management

Architect of various corporate-wide initiatives under the overarching, renewed vision of 'Client Experience'

Marriott International | Senior Interaction Designer, 9/2008 - 5/2014

Helped expand guest experience services beyond pre-arrival booking through a host of new digital products, including Marriott's first suite of mCommerce applications and on-property digital services

Led UX team's first ethnographic research (proposed and received $100K budget) that informed organization-wide Leisure Strategy

Co-produced a 10 years-out digital experience strategy framework with a senior executive. It was then shared at the 'Heart and Soul' C-suite Executive Board meeting, which included Mr. Marriott

Worked with the Insight, Strategy and Innovation (ISI) group to design for virtual-physical guest experiences targeting Millennials

frog design | Interaction Designer, 6 - 8/2008

Researched for Project Masiluleke, a global impact project to fight HIV/AIDS in South Africa through mobile technologies and home-testing kits

Worked on projects for Humana, GE and various internal initiatives

IDEO | Interaction Designer, 6 - 8/2007

Explored ideas to develop concepts for an insulin delivery medical device

Worked on two projects for Eli Lilly

Noah Interior Design Consulting Group | Asst. Manager, 5 - 9/2004

Managed projects for Kate Spade, Calvin Klein & French Connection

Produced proposals and organized timely delivery of all components necessary for construction

Korea International Broadcasting Foundation | Co-host, 1 - 7/2005

Co-hosted a live radio program with renowned broadcaster, Robert Holley, and discussed cultural topics on one of Korea's most listened to stations

Chungdahm Learning | Staff & Media Instructor, 1/2005 - 6/2006

Taught advanced language courses to over 1,500 Korean students

Created content and lectured on the subject of writing to approximately 16,000 students via the organization's internet-based eLearning program

Various Clients | Experience Design Consultant, 9/2012 - Present

Clients include Swagelok, Cuyahoga Community College, Sociagram

Emergence Service Design Conference | Coordinator, 4 - 9/2007

2nd Conference on Service Design held at Carnegie Mellon University - The energy and fruits of labor have been carried forward by the Service Design Network (SDN) international conferences

NOTABLE PROJECTS   **Cleveland Clinic | Experience Designer**, 9/2010 - 4/2011

Worked with the Office of Patient Experience and pushed management to embrace 'service innovation' as one of four kinds of innovation

UPMC | Experience Designer, 9 - 12/2007

Explored ways to improve the waiting room experience for patients and families with the UPMC Center for Quality Improvement and Innovation

JOURNAL EDITOR   **Design Issues | Editor**, 1/2016 - Present

An editor of the premier design journal from MIT Press

TEACHING EXPERIENCE

Design in Management - MIDS420 | Instructor, 9/2011 - 5/2014

Lectured and prepared studio-based project assignments

Introduced product development as a component of the curriculum

Either directly recruited or helped facilitate 9 project sponsors for the final
Spring capstone segment (a sponsor I selected provided $5K in support)

Class was featured in Bloomberg BusinessWeek article, "B-Schools Are
Starting to Look More like D-Schools." (link)

Information Technology & Systems - IIME420 | Instructor, 1 - 5/2013

Planned and taught graduate-level course to students in the Master of
Engineering and Management program (MEM)

Identifying Design Opportunities - MBAP411 | Instructor, 9 - 12/2012

Planned and taught the 1st design & innovation seminar/studio course
offered in the part-time MBA program at Weatherhead (42 students)

Various Classes | Invited Guest Lecturer, 2011 - 2013

Lectured on service design and design thinking to executives in the Executive
MBA program (those with at least 10 years of professional work experience
and in senior management positions)

Lectured to design students in a graduate course at Kent State University

Frequently lectured for junior and senior design studio classes at the
Cleveland Institute of Art

PUBLICATIONS
& JOURNALS

Lee, K. "Discovering the Beautiful in 'Service as Expression'." *Touchpoint* 5,
no. 3 (Winter 2013): 40-45.

Lee, K. "Hospitality Service as Science and Art: The Luxury Hotel Idea from
a Century Ago." *Touchpoint* 4, no. 1 (Spring 2012): 26-31.

Lee, K. "Beyond Blueprints and Basics: A Service Design Conference
Report." *Design Issues* 27, no. 4 (Fall 2011): 95-100.

Lee, K. "Designing for Doctor-Patient Interactions During Leave-taking - A
Case Study: Impacting a Physician-led Organisation. *Touchpoint* 3, no. 2
(Fall 2011): 32-37.

Lee, K., Evenson, S., Buchanan, R. "More Than Kimchi and Cash: Designing
for Cultural Identity." In *Proc. of CHI* (2009): 2663-2666.

Lee, K. "A Drama on Designing Products for Cultural Identity." Masters in
Interaction. Dissertation, Carnegie Mellon University, 2008.
Advisor: Richard Buchanan, PhD.

Cleveland AIA 'Speaker on the Square' Series | Panelist, 7/25/2014

1st event of its kind to engage architects and non-architects in Cleveland on
how design could make the city a better place for visitors and inhabitants

Design for America's (DFA) Speaker Series | Keynote, 10/30/2013

DFA CWRU+CIA's 1st speaker series event titled, "Why Design?"

Title: "Cicero on Systems & Social Design"

PATx 2013 at Progressive Insurance | Speaker, 7/25/2014

Progressive Insurance Acquisition Team's annual event

One of 2 external guest speakers invited to present at corporate headquarters

Title: "The Power of 'In a Sense': Topical Thinking for Organizations"

Leap Symposium | Invited Participant, 9/19 - 9/21/2013

One of 100 invited participants to discuss at the 1st social design conference

TEDxCLE 2013 | Speaker, 3/21/2013

Cleveland's 4th official TEDx event, focused on the theme of collaboration

One of 14 selected speakers

Title: "Master Builders for the 21st Century"

Swagelok Global Marcom Summit | Speaker, 9/19/2012

Guest speaker for Swagelok's annual conference on customer experience

Title: "Designing for Service & Experience"

Service Design in Tourism Conference | Keynote, 8/23 - 8/24/2012

1st international conference on service design in the travel/tourism industry

Funded by the European Union under the CIP Competitiveness and
Innovation Framework Programme

Title: "Hospitality Service as Science & Art: Service Design from 100 Years
Ago"

Managing Experience (MX) 2012 | Speaker, 3/4 - 3/5/2012

Hosted by award-winning design firm, Adaptive Path

One of 22 invited speakers

Title: "Four Meta-strategies for Design and Management"

Service Design Global Conference | Speaker, 10/19 - 10/21/2011

One of 28 long-talks chosen among 110 submissions

Title: "Strategic Planning Sandwiched by Sketchbooks and Spreadsheets"

6th Jeju Forum - South Korea | Invited Panelist, 5/27 - 5/29/2011

Sponsored by the Jeju Special Self-Governing Province and the Republic of Korea's Ministry of Foreign Affairs and Trade

Participated in the management and design workshop where top business innovation leaders from Asia come together every 2 years

One of 28 participants (by invitation only)

Convergence: Managing & Designing | Participant, 6/18 - 6/19/2010

Participated in a working conference to explore managing as a design activity

One of 68 participants (by invitation only)

4th Order Design Conference | Presenter, 3/27 - 3/29/2009

Participated in a working conference on service design & social environments

One of 20 participants (by invitation only)

Title: "System, Worship and Faith as Concepts for Design"

Computer-Human Interaction (CHI) | Presenter, 4/4 - 4/9/2009

Presented at the CHI (Computer-Human Interaction) conference in Boston for accepted paper on designing for cultural identity

Title: "Designing for Cultural Identity"

WORKSHOPS LED   **Design & Management for Brazil | Facilitator,** 9/13 - 9/15/2010

Co-led a workshop with Prof. Richard Buchanan, Fred Collopy, & Ron Fry (co-creator of Appreciative Inquiry) to help educators from Brazil's Ministério da Educação design an education platform integrating design and management for Universidade Federal do Paraná

THESIS ADVISING   One of 5 committee members for Rong Maggie Dai's BFA Thesis (Cleveland Institute of Art) on "Contemporary Communication Design in Software Development"

AWARDS & PROJECT RECOGNITION   **Marriott Mobile Apps #1 and #4 | Digital Design,** 9/22/2011

Marriott iPhone app ranked #1 travel app and #4 most downloaded free app in iTunes Store

3rd most revenue generating mCommerce product in the world after Amazon and Apple (Internet Retailer's Mobile Commerce Top 300 Rankings) - made $329MM in 2011 and $730MM in 2012

Patient Experience at Cleveland Clinic | Service Design, 2012

A 'Runner Up' Core77 Award in the 'Service Design' Category ([link](#))

This is Service Design Thinking | Book Chapter, 2/1/2011

Award-winning service design textbook by BIS Publishers (Authors: Jakob Schneider and Marc Strickdorn) features my UPMC neurosurgery project from Carnegie Mellon University as a case study

'Project Masiluleke' | Interaction Design, 10/2008, 4/2009

The frog design project to which I contributed was presented at **Pop!Tech 2008**, a conference geared towars awareness and conversations in science, technology and the future of ideas

It was also featured in *The Economist* article, "A Doctor in Your Pocket," as part of the April 16, 2009, print edition - ([link](#))

It is also a Yale School of Management case study ([link](#))