

Owen M. Sanderson

Maine-based design leader, user experience researcher + human-centered strategist

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EDUCATION

TUFTS UNIVERSITY

MA in International Business | 2015

- Wriston Scholarship, Blakeley Fellowship and Harvard Negotiation Fellowship
- Summer abroad at the iHub in Nairobi, Kenya
- Innovation Club leadership committee
- Admissions Committee student representative

GEORGETOWN UNIVERSITY

BA in Government & History | 2008

- Graduated Magna Cum Laude
- Semester abroad at King's College London
- Berkley Center World Affairs Fellowship

KEY CAPABILITIES

BUSINESS CASE DEVELOPMENT

CUSTOMER JOURNEY MAPPING

DESIGN THINKING

ENTREPRENEURIAL ECOSYSTEMS

ETHNOGRAPHIC + UX RESEARCH

STORYBOARDING + WIREFRAMING

WORKSHOP DESIGN + FACILITATION

ADDITIONAL INFORMATION

PUBLICATIONS

- Building Innovation Capacity in a Learning Health System, **Journal of Maine Medical Center**
- To Transform Your Industry, Look at Someone Else's, **IDEO**
- Time to Burst Your Research Bubble, **IDEO**
- Banish the Big Reveal, **IDEO.org**
- The Emergence of Kenya's Innovation and Technology Ecosystem, **Tufts University**
- The New Shape of the Collared Economy, **Huffington Post**
- Mind the (Skills) Gap, **Harvard Business Press**
- Brawn from Brains, **Deloitte University Press**

BOARD MEMBERSHIPS

- 5th Maine Museum Executive Committee
- IDEO Alumni Committee
- Peaks Island Fund Executive Committee

PROFESSIONAL EXPERIENCE

IA COLLABORATIVE | Chicago, IL (remote)

Director of Research + Design Strategy | 2022 – Present

Associate Director of Research + Design Strategy | 2021 – 2022

Design leader and user experience researcher for human-centered design consultancy. Co-leader of the healthcare division. Promoted after only 14 months.

- Lead multidisciplinary teams through complex engagements with enterprise clients using human-centered design methodologies
- Play a pivotal role in developing key senior client relationships with new and long-term clients, with over \$5 million in revenue sold in 2023
- Inspire research discipline through new approaches including analog research, AI-powered synthesis, and business prototyping

MAINE HEALTH | Portland, ME

Manager of Innovation | 2020 – 2021

Experienced innovation manager at MaineHealth's new innovation lab. Established a baseline innovation strategy and methodology for its 23,000 employees.

- Designed and taught the first-ever Innovation Elective for Tufts Medical School students at Maine Medical Center, increasing "comfort with innovation" by 80%
- Developed and managed the launch of the inaugural Ignite Innovation Fund, providing \$100,000+ in seed funding to healthcare innovators
- Managed innovation initiatives with internal and external clients including the MaineHealth-Roux Institute Innovation Blender series

UNUM | Portland, ME

Director (of Design Thinking) | 2019 – 2020

Director in a Fortune 500 financial services company. Harnessed user discovery, research and design thinking into the development of new products and services.

- Launched a new Customer Co-Creation Initiative to incorporate user research into the development of products for Unum's new ventures business line
- Led customer discovery, business case development and usability testing for a greenfield digital B2B service targeted at small businesses
- Developed an internal campaign to refresh a legacy insurance product, ensuring proposed offering matched the needs of the modern workforce – user research, insights and proposed next steps presented to CEO and CMO

IDEO + IDEO.org | Cambridge, MA + New York, NY

Senior Business Designer | 2018 – 2019

Business Designer | 2015 – 2018

Business strategist, user experience researcher and organizational designer for global design firm IDEO. Helped startups and corporations alike build products, brands, experiences, and ultimately, new ventures. Promoted after only 18 months.

- Led multidisciplinary team of designers to bring a variety of concepts to life and establish product-market fit
- Created sustainable financing pathways for several early stage startups including one that later secured over \$6 million in their Series A funding round
- Developed and implemented transformational designs, including a year-long design engagement with a prominent Boston-area hospital
- Designed new business and revenue models for Fortune 500 companies looking to pilot new, innovative product offerings
- Developed sustainable business and revenue models for several small-scale social enterprises, reaching 175,000+ beneficiaries across Africa and Asia
- Performed ethnographic research and generated user personas to inform more relevant product and service designs for multiple African startups

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PROFESSIONAL EXPERIENCE (CONTINUED)

iHUB + USHAHIDI | Nairobi, Kenya

Summer Fellow | 2014 (during graduate studies at Tufts University)

Summer graduate student fellow at a Kenyan software company based at the iHub, a celebrated hacker space and incubator for Nairobi's tech community.

- Developed preliminary business plan for a new software platform and supported the launch of the BRCK, a novel device for off-grid Kenyans to connect to the internet
- Taught a negotiation skills workshop to Kenyan entrepreneurs through a grant from the Program on Negotiation at Harvard Law School
- Leveraged summer experience into a graduate thesis at The Fletcher School at Tufts University titled: "On Hubs, BRCKs and Boxes: The Emergence of Kenya's Innovation and Technology Ecosystem"

DELOITTE CONSULTING | Boston, MA + Washington, DC

Management Consultant | 2012 - 2013

Analyst | 2010 - 2012

Strategy consultant with a focus on innovation and systems thinking. One of ten practitioners nationally selected for annual global fellowship. Received a "1" performance rating, an accolade given to top 5-10% of Deloitte employees.

- Created persuasive analytics, data visualizations and presentations for executive level clients at the U.S. State Department and the U.S. Passport Bureau
- Co-managed company-wide marketing campaign with Deloitte University Press titled Making America Stronger, a series of essays about American innovation
- Authored two op-eds on U.S.-led innovation for Harvard Business Review and The Huffington Post
- Presented to an audience of 500+ people at the Deloitte Federal Practice All-Hands meeting

CENTER FOR STRATEGIC + INTERNATIONAL STUDIES (CSIS) | Washington, DC

Program Coordinator | 2008 - 2010

Summer Intern | 2007 (during undergraduate studies at Georgetown University)

Research assistant for the Global Strategy Institute, a department focused on strategic planning and long-range foreign policy trend analysis for government and enterprise clients.

- Researched future trends in foreign policy (such as shifts in global competitiveness, trends in disruptive technologies, changes in financial markets) and presented to audiences of 300+ people on these global shocks and trends
- Developed and managed two- to four-day signature foreign policy workshops for executive education groups
- Managed the Global Strategy Institute's intern program

SELECT DESIGN + INNOVATION PROJECTS

LAUNCH A PATIENT-CENTERED PRODUCT

IA Collaborative | Client: Leading oncology hospital

Conducted user research to inform and then develop a digital product to increase international patient satisfaction and conversion.

DEVELOP A NEW DIGITAL VENTURE

Unum | Client: Fortune 500 financial services

Prototyped a new B2B insurance platform targeting small business consumers.

REDESIGN THE DAY SURGERY EXPERIENCE

IDEO | Client: Boston-area hospital

Pioneered groundbreaking care initiatives and a new care model at a legacy healthcare institution.

STRESS-TEST A NEW BUSINESS MODEL

IDEO | Client: Startup with Series A funding

Designed new SaaS tiered subscription business model for a video game startup looking to scale.

DESIGN A CORPORATE SPIN-OUT

IDEO | Client: Fortune 500 financial services

Conducted user discovery and business model evaluation for a large company interested in entering the gig economy market.

SURFACE NEEDS TO EMPOWER FARMERS

IDEO.org | Client: Kenyan-based non-profit

Conducted user discovery research for a market-matching chatbot service for Kenyan farmers.