

**KATHERINE
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KATHERINE LABONTÉ

INNOVATION & DESIGN
STRATEGIST

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EDUCATION

JOHNS HOPKINS UNIVERSITY
CAREY BUSINESS SCHOOL
Baltimore, MD / Aug 2012- Mar 2014
Master of Business Administration

MARYLAND INSTITUTE
COLLEGE OF ART (MICA)
Baltimore, MD / Aug 2011- Mar 2014
Master of Arts, Design Leadership
Post Baccalaureate Certificate, Fine Art

SARAH LAWRENCE COLLEGE
Yonkers, NY / Sep 2006- May 2010
Bachelor of Arts, Economics

INNOVATION SKILLS

Concept Development
Rapid Prototyping
Creative Problem Solving
Design Thinking
Creative Strategy
Consumer Insight Research
User-Experience Design
Consumer Engagement
Human - Centered Design
Interdisciplinary Collaboration
Visual Communication
Storyboarding
Presentations
Brand Strategy

DESIGN SKILLS

Microsoft Office Suite
Adobe Creative Suite CS6
Autodesk 3DS Max
Web Prototyping
Wire Framing
Final Cut Pro
SketchUp
SPSS Statistics
Web Analytics
CSS3
HTML5

EXPERIENCE & TRAINING

JOHNS HOPKINS UNIVERSITY & MICA

Innovation Consultant / Baltimore, MD / Aug 2012- Mar 2014

Clients included the American Red Cross, Gensler, DAP Products, and Third Order Communications Coaching. Clarified problems, researched consumer needs, ideated and prototyped solutions and made recommendations based on research insights.

Relevant Coursework: Creativity and Innovation, Forecasting and Realization, Interdisciplinary and Multidisciplinary Collaboration, Visualization and Prototyping, Cultural Relevance and Awareness

DREAMIT VENTURES

User Experience & Design Consultant / Baltimore, MD / Jan 2014- Apr 2014

Defined, researched, ideated, prototyped, tested and implemented experience design in adaptive checklists and work flow management software, and ecommerce tools and apps. Collaborated with graphic design and engineering teams to advocate design to Start-ups in this Healthcare focused accelerator.

ATRIX DESIGN

Principal Consultant / Mid-Atlantic Region / Jan 2009 - Jan 2014

Worked in interdisciplinary teams as creative director, directing work flow, supervising 3-5 regular contributors to murals. Clients included local businesses and Comcast Spotlight offices.

MICA FOUNDATIONS DEPARTMENT

Visual Thinking Teaching Assistant / Baltimore, MD / Aug 2011- May 2012

Teaching *Elements of Visual Thinking* curriculum included color theory, art history, heuristics, semiotics, and best practices. Worked with students on principals of digital and traditional design, and visual communication. Taught students to develop concepts through peer review and critical thinking.

BANK OF AMERICA

Corporate Teller / Yonkers, NY / Nov 2010- Jun 2011

Facilitated detailed customer transactions, followed sales leads, and provided customer service using CRM ACT!. Trained new employees on presentation skills and maintained bank security.

TOKENWORKS

Marketing Intern / Bronxville, NY / May 2009- Apr 2010

Tested, researched and evaluated usability of software and hardware developments. Office generalist for a small business selling and manufacturing barcode scanning hardware and software. Provided sales, customer service and technical support.

Dear Co-working Space,

I love your view and implicit lack of dress code. However, your floor plan is too open. I hear everyone breathing and chewing. I like the easy conversations with other people, but hate the way they smell. Thanks for the coffee, but I need a door. It's not you, I'm just getting too old for an open relationship.

- Chase

Sincerely,
Krzysztof Sikko

Working with client
Gensler to develop
consumer insights and
research methods

Dear Shared-space,

I appreciate that I have a place to put my stuff down. However, I feel that that is all you are useful for. I do not like that I have to constantly move stuff (my stuff/other stuff) to make room for more stuff (my stuff/other stuff). I also don't like the idea of people listening in on conversations because the walls are thin (mostly bc people don't have "inside voices"). I also don't like not knowing where my stuff is or where it will be the next day. Or that people can look through if you touch things and it's sticky. Or when things are

Dear Co-working Space,

I hate it that you are

PROJECT PERMEABLE

A co-working space that challenges the existing entrepreneurial pipeline, was an internal project at architectural firm Gensler. Gensler approached our team with the goal of developing this thought experiment into a viable proposal.

CHALLENGE: How might Gensler approach stakeholders and potential partners to implement this project?

PROCESS: After conducting secondary research via feasibility studies and market analysis, we moved on to primary research. We asked entrepreneurs in the co-working spaces to write love letters to the co-working space. Most of them had irreconcilable differences and broke up.

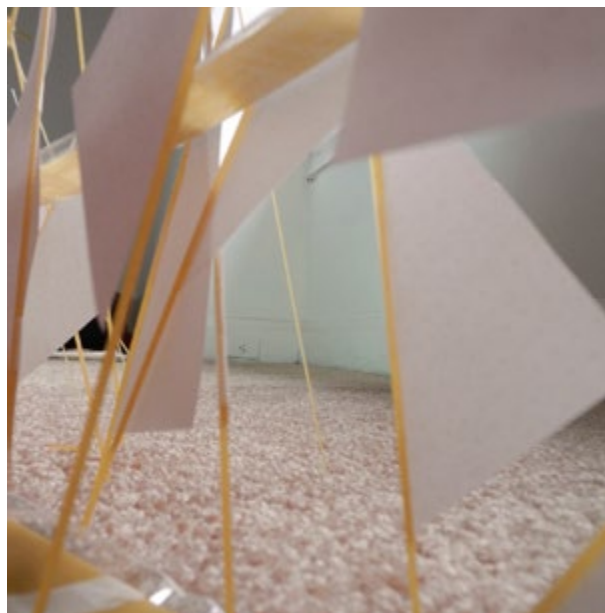
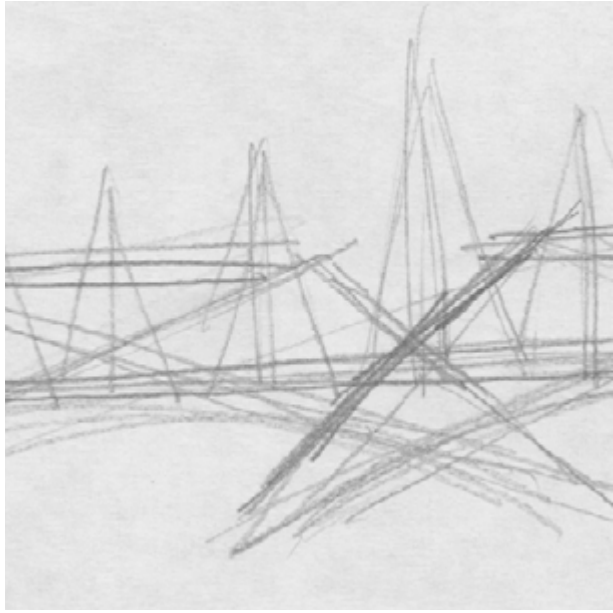
SOLUTION: Bringing these letters back to Gensler reminded them of the humans they were ultimately designing for and re-invigorated their team to continue in a human-centered-design approach. Additionally the letters demonstrated market demand for the project.

PROCESS:

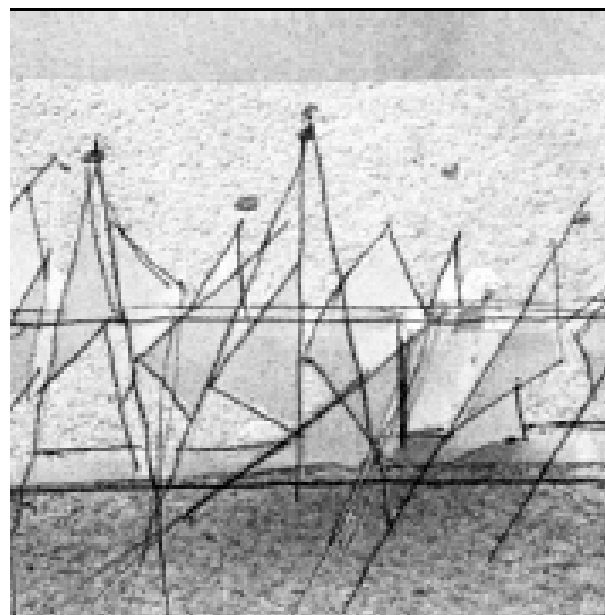
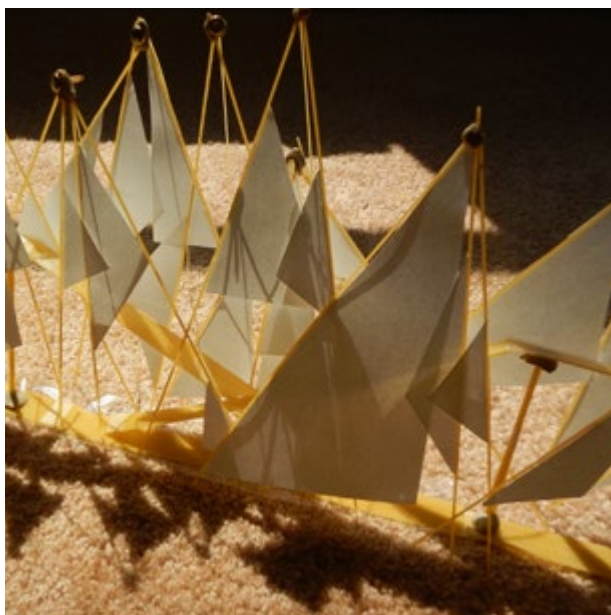
Asking entrepreneurs in co-working spaces to write love letters to their environment. Most of them had irreconcilable differences and broke up.

INSIGHT:

Co-workers like talking but also need privacy. These spaces need to accommodate many different work styles



*“Reverie Bridge”
316 ft tall, 3168’ ft
long Materials:
wood, steel, and
mesh canvas.*



REVERIE BRIDGE

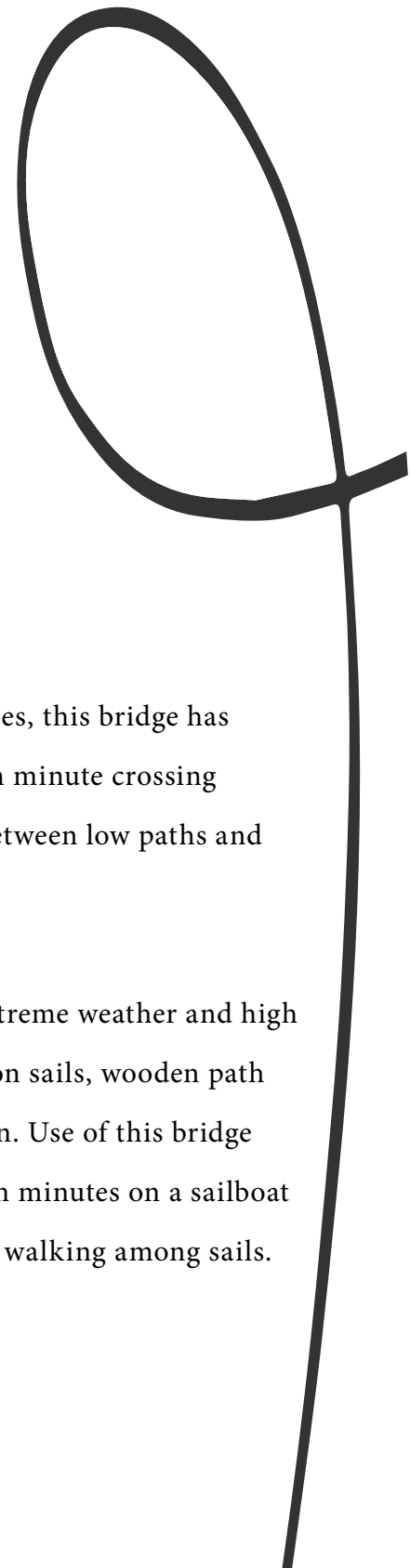
Many cities already use bridges as sculptural, functional landmarks. Precedents include the Sydney Harbor Bridge in Australia, the Si-o-Se-Pol or “33 Arches Bridge” in Isfahan, Iran and the Lucerne Kapellbrucke or “Chapel Bridge” in Lucerne, Switzerland.

CHALLENGE: What if a bridge could activate the senses? Encourage people to feel calm, focused, or inspired?

PROCESS: For this two level pedestrian footbridge, every element is strategically designed to calm its pedestrians.

Echoing common relaxation practices, this bridge has cathedral-esque, a break-like fifteen minute crossing duration, and moments of choice between low paths and high paths.

SOLUTION: This bridge withstands extreme weather and high winds because of its mesh suspension sails, wooden path and railing details and steel skeleton. Use of this bridge invokes the calm of spending fifteen minutes on a sailboat with a steady course and the dream walking among sails.





NEVER

*Developing concepts
for communication
with remote
Design teams*

C.L.A.R.A. PROJECT

Compliance Legal Adaptive Response Analytics (C.L.A.R.A) is a computer system that pro-actively detects work flows based on log-ins activity to help optimize and manage hospital traffic. It is being developed by teams communicating remotely

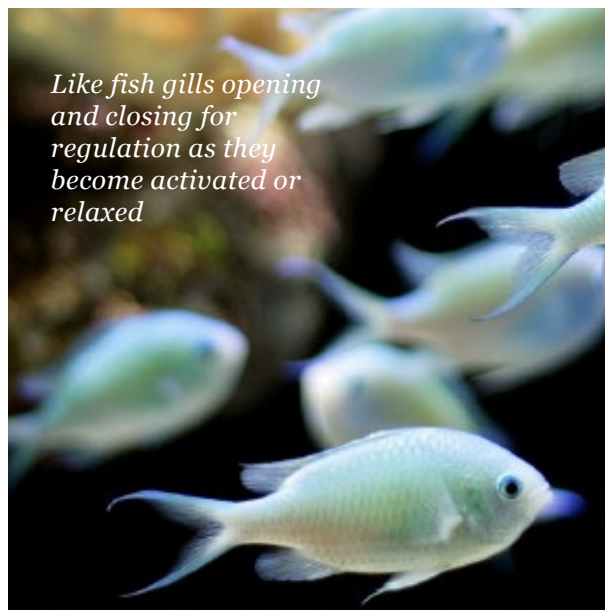
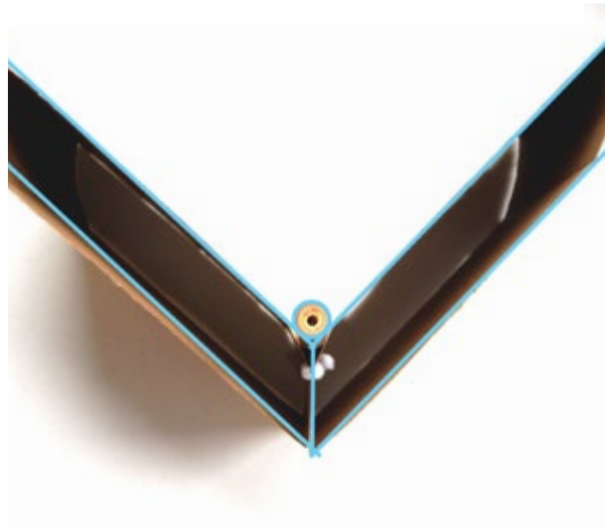
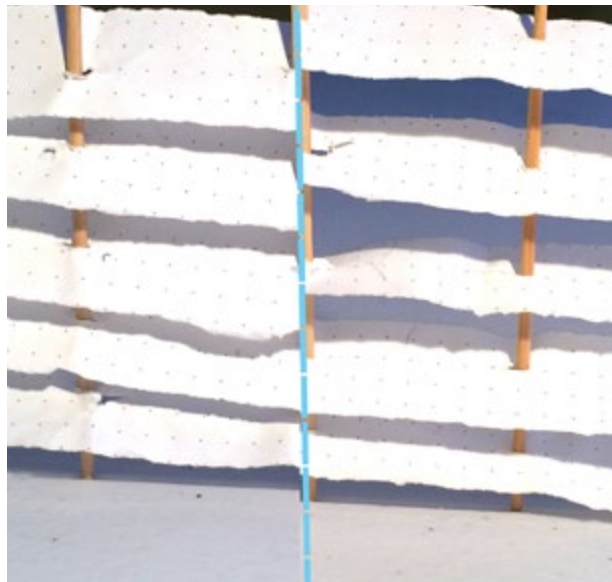
CHALLENGE: A start-up with a cool idea and a vague name was having an identity crisis, how to strike a balance between fresh and interesting but also straight forward and self explanatory enough for compliance offers and lawyers who would be buyers.

PROCESS: Worked closely with the founders to define goals and values, research the audience, and experiment with tone.

SOLUTION: Coined their Mantra “Always Forward, Always Part of a Whole, Always Toward Truth“, name, logo and brand book for communication with remote teams.



Why are we still reacting to weather instead of planning for it?



BREATHING WALLS

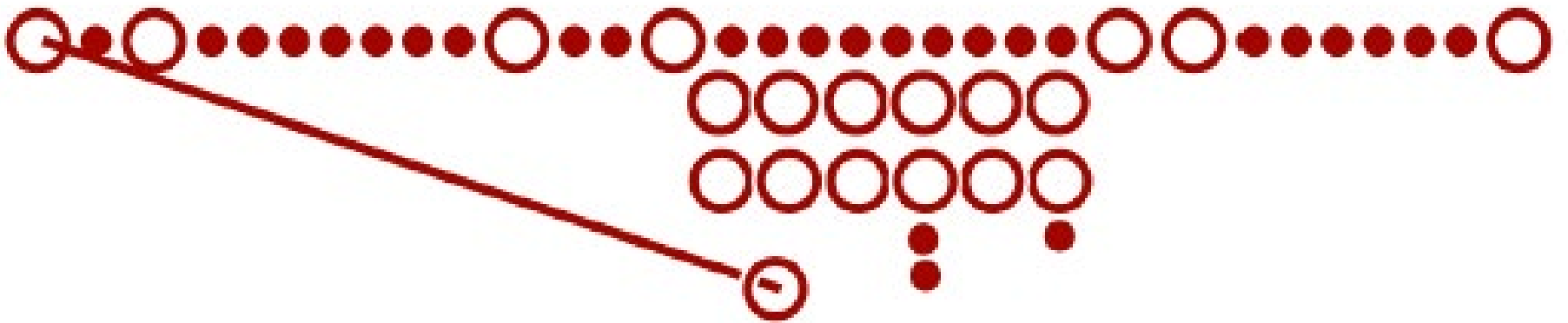
Working with external client DAP Products Innovation Department to develop consumer insights.

CHALLENGE: How might we better resonate with end users practicing weatherizations?

PROCESS: We conducted behavioral market research through consumer interviews and observations. An insight from this research was that weatherization practices were planned, tedious rituals for people.

SOLUTION: In response to the predictability of changing temperatures and their effects on housing I came up with the idea of futuristic housing that intentionally expands and contracts in response to weather. Similar to plate tectonics and fish gills expanding walls would allow houses to seal off or air themselves out to regulate internal temperatures.

INSIGHT:
Interviews revealed a D-I-Y Dad is the trusted authority on weatherization



[Define]

THIRD ORDER

A social scientist and Lecturer, Larry Petcovic, was wanted to expand his communication coaching business. He had just received a consulting contract with the National Breast Cancer Coalition to teach survivors storytelling techniques for awareness-campaign videos. Larry's coaching style is traditionally to listening and critiquing presentations. He was not prepared to coach people remotely or non-verbally.

CHALLENGE: How might we teach breast cancer survivors both local and remote toward powerful story telling techniques without having them sound overly coached?

PROCESS: I worked extensively with Larry to define common problems presenters encounter and solutions based on his expertise. Additionally I conducted secondary research on storytelling techniques and presentations. We tested several iterations of purely written coaching until we reached the final form.

SOLUTION: We developed self-diagnosis profiler questions and analysis score. Like a magazine quiz you respond to questions and add up your score. Next, look up how strong your communication skills were and find the advice for your score range. In addition to the profiler we recommended practice with youtube videos to allow survivors to privately and repeatedly practice, review and re-score their presentations. Students could work independently or share via youtube with Larry if they had specific questions. Limited contact with Larry kept videos sounding authentic rather than mimicry of Larry's charisma.

Using Design Thinking to develop best practices for presentations at all skill levels



BIOMIMICRY PLUNGER

COLLABORATIVE PROJECT

ROLE: CONSUMER RESEARCH

CHALLENGE: Addressing this embarrassing but essential object for a female, first apartment dweller looking for a cool tool.

PROCESS: Our multi-disciplinary team reverse-engineered the micro structures of a frog's toe pad. Using a millipore substrate and silicone, van der waal forces hold the plunger tightly sealed inside the bowl. Further this pad self cleaned as it peels away from a surface, and dirt particles. are released. The remaining surface of the plunger

head is based on the texture of the lotus leaf. The lotus leaf has superhydrophobic properties meaning that it can stayThis surface allows the plunger to instantly dry itself after use.

SOLUTION: We created our own super hydrophobic molds modeled directly off of lotus leaves. Another benefit of the uniquely slick lotus leaf is that it resists germs and pathogens attaching to its surface. Lastly the ergonomic handle comfortably fits the hand and allows the user to achieve and sustain a more powerful grip regardless of experience.

The background features several thick, black, curved lines that intersect to form a grid-like pattern of irregular shapes, resembling a stylized window or a modern architectural design.

Thank You!

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