JESSIE STOREY

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OVERVIEW

I thrive on far-out thinking and specialize in distilling complexity to articulate new innovation opportunities for early-phase product development, where I generally explore the intersection of technology, behavior, and space. I believe that design is a powerful tool that can and should impact social and cultural change to solve meaningful problems.

EDUCATION

Virginia Polytechnic Institute and State University (Virginia Tech)

Blacksburg, VA, USA
Bachelor of Science in Industrial Design
English Minor (Technical Writing & Language)
Psychology Minor (Cognitive Science)
May 2005, Magna Cum Laude

PROFESSIONAL DESIGN SKILLS

- Creating project charters and frameworks, clearly defining parameters around design and business opportunities
- Concept ideating, hand-sketching, illustration, creating quick mockups to broadly explore new experience and product concepts
- Vector graphics, graphic design, data visualization
- UX, user experience storyboarding, wire-framing
- Video editing, basic animation for quick storytelling
- Copywriting and editing
- Rapid computer modeling
- Basic shop skills, physical model-making, working with contractors
- Experienced photographer, 'photoshopper,' and art director
- Arranging and leading project workshops and design sprints
- Project management; extensive experience facilitating collaboration between distribution teams, extremely organized and detail-oriented

DIGITAL TOOLS

- Able to quickly learn and skillfully use any necessary software / system; excellent problem-solver and trouble-shooter
- Extremely proficient with Adobe Creative Suite (Photoshop, In-Design, Illustrator) and Trimble Sketch-Up
- Proficient with Google Drive tools + Microsoft Office Suite
- A renewable but fleeting familiarity with CAD modeling e.g. Solidworks or Autodesk Fusion
- Experience in web development and basic programming

LANGUAGE SKILLS

English: Native Language
German: Intermediate
French: Conversational
Great interest in language and linguistics; technical writing, translation, copywriting, and copyediting experience

BONUS SKILLS

- U.S. FAA Private Pilot, Solo Student License (60+ hours logged towards PPL)
- Plants, animals, traveling, cooking, learning, and teaching

EXPERIENCE

Steelcase, Inc.

Principal Designer
(August 2016 - Current :: Munich, Germany)
Senior Industrial Designer
(September 2010 - August 2016 :: USA & Germany)
Industrial Designer
(April 2006 - September 2010 :: Grand Rapids, MI, USA)

Summary:

Principal Designer on the Steelcase Global Design team, leading design initiatives across globally distributed teams (North America, Central Europe, and Asia-Pacific.) My work spans a wide range of both exploratory and industrialized projects, across a variety of product categories, including: work environments, architecture, furniture, technology, software, healthcare, education.

My superpower is in collecting and synthesizing information from research and disparate sources and articulating insight-based direction for new innovation opportunities; this is done in part through visualizing complex ideas to make them more accessible and actionable, creating and presenting clear and meaningful presentations or project frameworks, and building teams and relationships.

Daily design responsibilities include developing new concepts, validating them through rapid modeling, collaborating with development teams to create viable and feasible solutions, and managing design intent into final details. During product launches, I work closely with Public Relations, Communications, and Launch teams to ensure that design thinking and processes can be leveraged.

I have extensive experience leading and working between interdisciplinary and international project teams; I'm a change agent and a proven "boundary spanner" of global cultures, disciplines, opportunities, and projects. I'm extremely empathetic and people-oriented, with strong team management and leadership skills.

(Portfolio of projects and processes available upon request.)

Notable Recent Work:

2017-Current: Design leader for our Munich Design studio; works across various in-flight product development projects, and leads partnership exploration projects around immersive technologies (e.g. Virtual and Augmented Reality) and Artificial Intelligence (e.g. Machine Learning).

2015-2017: Core-team designer leading the conception and build of the new Munich Learning and Innovation Center: led design strategy, integrated multiple teams and content streams, worked directly with executive and corporate strategy, architects, contractors, employees and stakeholders, and managed implementation through opening; afterward, acted as design spokesperson for various media and public engagements.