

# SIOBHAN GREGORY

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## ATTRIBUTES AND STRENGTHS

- 11 years as a design researcher and consumer-insights ethnographer for Fortune 500 and global brands
- 12 years teaching at an urban university; training students in human-centered design thinking
- 8 years working as an industrial designer
- Committed to building cross-disciplinary teams and initiatives
- Skilled in project, classroom, and educational resource management
- Comfortable managing multiple, diverse projects with tight timelines and complex deliverables
- Highly detailed and thoughtful, processing and distilling large data sets and secondary research
- Excellent desk research skills, managing and distilling large multi-dimensional scans
- Expert in mixed-methods research design, providing actionable insights, and recommendations
- Specializing in co-creation and participatory design, and passionate about creating new methods
- Excellent writing, reporting, and presentation skills

## EMPLOYMENT

### **Wayne State University | Detroit, MI**

Associate Professor of Teaching (2012-Present)

Communications Director (2021-2022)

Assistant to the Chair (2018-2021)

- Establish curriculum and instruct in the areas of design research, design process, and experience design.  
Courses include Ethnographic Research Methods for Designers, Design Process, Design for Urban Mobility, Product Design, and Presentation Design.
- Regularly run studio courses and projects where students work directly with industry, community organizations, university research teams, start-ups.
- Lead efforts in community engagement, student recruitment, outreach, and mentoring; curricular development; student affairs; DEI committees; university-wide entrepreneurship, innovation and interdisciplinary initiatives related to design thinking and human-centered design; curatorial work; web design and content creation and management for department website.
- Represent university at outside speaking engagements as an expert in the discipline, presenting on design thinking, social design, and hybrid careers in design.
- Publish research on leveraging anthropological methods in human-centered and participatory design for equitable design and development, and the role of design and aesthetics in equitable development.
- Teaching ethics training to meet institutional standards for research with human subjects.

### **Qualitative Research Consultant**

Direct Contractor (2010-Present)

Lead Design Research Consultant at Kelton Global (now Material) (2010-2022)

- Direct qualitative fieldwork to uncover insights into product development, consumer behavior, user experience, and brand loyalty, supporting numerous teams across client organizations, in sectors ranging

from technology, mobility, consumer products, apparel, retail, healthcare, government, and financial services, and more.

- Shaping customer segmentation strategies; marketing and messaging; concept testing/evaluation; brand strategy and loyalty; service and experience design (digital and omni-channel); community engagement initiatives; institutional leadership; and philanthropic funding.
- Apply mixed-methods ethnographic research expertise, including conducting in-depth interviews, moderating focus groups, co-creation and participatory design sessions, and digital ethnographies (e.g. rapid D-Scout missions, surveys, smart communities, and journaling).
- Responsible for developing research protocol including screeners, discussion guides, stimulus, developing new methods and activities, moderating / conducting research, analysis, synthesis and reporting. Participant samples range from 6-60+ per project, across consumer segments, ages and demographics, and expert stakeholders; recruitment, project scoping, and planning.
- Build a range of reporting deliverables, including topline memos, full research reports, presentation decks, and data visualizations, such as scenario and journey maps.
- Collaborate and synthesize research findings across qualitative teams conducting fieldwork in multiple markets, quantitative research teams, and with clients.
- Efficiently translate raw data into actionable insights and recommendations, as an individual contributor and through collaborative analysis and synthesis sessions.
- Incorporate creative design methods and activities directly into the research process in participant interviews and participant self-documentation, from free-hand sketching to journey mapping and envisioning activities.
- Recognized for excellent moderating skills, pushing for unique and unexpected insights, building to clear, well-supported themes, and providing recommendations for high-level strategy as well as direct product and service improvements.

### **Design Makes Change; A Chicago Design Initiative | Chicago, IL**

Co-founder (2010-2012)

- Orchestrated interdisciplinary design competitions tackling social, infrastructural, and environmental issues in underserved neighborhoods in Chicago.
- Coordinated organization and promotion of contests, exhibition planning and design, development of a symposium and community-design charrette, community and media outreach, entry management, jury assembly, and fundraising.

### **The Keds Corp. | Lexington, MA**

Senior Designer (2005-2008)

- Designed and developed women's line for a major international footwear manufacturer, expanding brand recognition and growing distribution by designing a wide range of styles with a consistent brand identity.
- Led technical and aesthetic design direction, creating trend boards, sales, and presentation materials; color and material directions; illustrations and technical drawings. Troubleshoot construction and manufacturing challenges; and directed communication with international developers throughout the design and development process.

### **General Motors Corp. | Warren, MI**

Creative Designer (2000-2005)

- Collaborated on pre-production and advanced design studios across the organization.

- Oversaw aesthetics/styling, addressing engineering package and architectural constraints. Specialized in interior features, storage solutions, and the integration of new technologies to plan for emerging market segments and meet evolving societal and design trends.
- Conducted up-front societal, generational and cultural archetype research for product portfolio planning and brand strategy.

## SKILLS

### Research

Ethnographic research methods, interviewing and participant observation, digital ethnography moderating, focus group moderating, co-creation + participatory design, interview and discussion guide development, analysis and synthesis, report writing and presentation design and delivery, data visualization and journey mapping.

### Design

Concept visualization, rapid product sketching and rendering, presentation design and graphics, storyboarding and scenario development, UI/UX wireframing and digital prototyping, model making and physical prototyping.

### Software + Platforms

Illustrator, In-Design, Photoshop, Procreate, Figma, Shapr, Vizcom AI, Miro, Mural, D-Scout, Recollective, Indemo, MS Suite

### Active Memberships

Design Research Society

## EDUCATION

Wayne State University Detroit, MI || **MA in Anthropology**

University of Illinois at Chicago, Chicago, IL || **MFA in Industrial Design**

Pratt Institute, School of Art & Design, Brooklyn, NY || **BA in Industrial Design**