

# Challis Hodge

## Designer/Educator/Innovator

### Products/Services/Experiences

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#### SUMMARY

I am a design and innovation leader, practitioner, and educator with over 20 years experience using design thinking and human-centered design to innovate, develop and improve products, services, customer experiences and service delivery.

My management expertise includes organization design, team building, operations, process, education, marketing, sales and client management. My design expertise includes research and understanding customers, insight and innovation development, design and delivery of physical and digital products, omni-channel customer experience, and service delivery. My teaching experience includes a cross section of courses in design process, philosophy, communication, studios and capstone.

I am passionate about design problems where business, advanced technology and people intersect. I quickly understand complex problems, develop strategies and tactics to solve them, then lead and inspire teams to deliver results. In the classroom I bring real-world experience together with a passion of hands-on learning. I often bring industry experts into the classroom and collaborate with businesses on real projects.

#### EXPERTISE

- Customer Experience
- Service Design
- User Experience
- Product Design
- Product Management
- Innovation
- Business Development
- Account Management
- Creative Direction
- Brand Strategy
- Organizational Design
- Process Design
- Design Thinking
- Human-Centered Design
- Agile UX & Lean UX
- Visual Design
- Marketing
- Analytics
- Interaction Design
- Information Architecture
- Generative Research
- Evaluative Research
- Formative Testing
- Summative Testing

#### ACHIEVEMENTS

- Industry leader & pioneer in experience design/user experience process and philosophy; co-founded and led an industry-defining user experience firm. Longtime advocate for user-centered products, services and businesses.
- Built and managed UX organization for \$8 Billion global analytics company to streamline product portfolio, brand, platforms.
- Designed and implemented enterprise customer-centered delivery process for WPP marketing & advertising agency.
- Recruited, hired, trained, and led numerous elite teams of multidisciplinary practitioners.
- Mentored and advised entrepreneurs and founders in high tech, innovation, non-profit startups.
- Developed scalable business strategy for \$10 Million product consultancy: rebranded as Purpose-Driven Innovation consultancy, defined, business units, implemented marketing and sales processes, tools, and personnel, and streamlined delivery organization.
- Consulted with venture capital investors to evaluate and liquidate dotcom startup investments.
- Founded User Experience Network (UXnet), a non-profit organization whose mission is the facilitation of cooperation and collaboration among Design (UX) related organizations and individuals.
- Founded Interaction Design Group (IxDG), a non-profit international organization focused on furthering the field of Interaction Design.
- Founded and bootstrapped HannaHodge User Experience Architects™, the first consulting firm focused solely on interdisciplinary user experience, into a recognized leader in user experience consulting.
- Grew HannaHodge to 40+ employees and \$5M+ annual revenues in 3 years with no outside funding.
- Redefined complete product line for a Fortune 100 digital document company using strategic human-centered research to simplify product interface strategy.
- Developed first enterprise software interface standards for one of the world's largest software and chip manufacturers.
- Designed first handheld icon driven touch screen remote to manage 100 plus digital satellite stations.
- Assembled industry leading experience design teams comprised of the best-of-the-best researchers, designers, strategists, technologists and engagement managers.
- Founded Brainbox™ online community and events focused on user experience in the context of emerging technology and advanced business strategy.
- Developed curricula for undergraduate interface design as well as various design studio, design communication and computer animation courses.
- Taught capstone studios with client sponsors including: high tech, power tools, US Government, financial services, Brewery startup, etc.

## ACADEMIC EXPERIENCE

- 2015-Pres **Adjunct Professor**, Miami University, Oxford, OH  
Teach courses in the Armstrong Institute for Inter active Media Studies
- Teach interdisciplinary Capstone course for seniors and grad students. Client projects include US Department of State, financial services, craft brewery, etc.
  - Teach design thinking, design philosophy, principles, and process, digital branding, to students in interactive media studies, business, marketing, computer science, etc.
- 2003-2006 **Instructor**, Art Institute, Chicago, IL  
Taught various courses in product, graphic, interactive, and interior design. Visual Communications, Interactive Media, Game & Web Design, and Design Fundamentals.
- Socrates distance learning platform certification.
- 1995-1996 **Assistant Professor**, University of Wisconsin, Menomonee, WI  
Taught Industrial design, design communication, and interactive design while advising students, raising funds and developing curriculum.
- Secured funds and established state of the art computer facility for School of Design.
  - Developed Interactive Media program and courses.
- 1994-1995 **Adjunct Professor**, University of Cincinnati, Cincinnati, OH  
Taught courses in College of DAAP (Design, Art, Architecture & Planning).
- Taught computer graphics courses to undergrad Design, Art, Architecture and Planning students.
- 1990-1995 **Manager, Computer Graphics Center**, University of Cincinnati, Cincinnati, OH  
Helped build from the ground up, the first Computer Graphics Center at the University of Cincinnati.
- Managed day-to-day operations of 100+ seat Computer Graphics Center.
  - Mentored students and faculty, hired, trained and supervised lab assistants.

## PROFESSIONAL EXPERIENCE

- 2015-Pres **Founder & Principal**, COLLIDE, Cincinnati, OH  
Founder of boutique consultancy offering services in strategy, research, design, innovation, customer experience, marketing, training and workshop facilitation.
- Developed patient tracking software solution for healthcare process improvement consultancy using low energy Bluetooth.
  - Led North American research study to understand human perceptions of comfort in automobiles and design next generation climate technology and controls.
  - Provide strategic research and product strategy guidance to retail simulation software and service provider.
  - Conduct various design thinking, research, persona, journey mapping, marketing, projects and workshops.
  - Clients include retail simulation software, financial services, food and beverage, nonprofit, etc.
- 2013-2015 **Chief Strategy Officer**, Kaleidoscope, Cincinnati, OH  
CSO for Design and Innovation Consultancy (ISO 13485 & 9000) responsible for business strategy, marketing, brand, all aspects of product and innovation delivery, and key client relationships.
- Responsible for defining and implementing long term strategic plan and driving organizational change to facilitate scale and growth.
  - Redefined brand and service offers to focus on Purpose Driven Innovation™.
  - Implemented formalized sales organization, processes and tools, developed inbound marketing infrastructure to support sales, and established client service organization including processes.
  - Oversaw all aspects of marketing and brand including evolution of service offerings, positioning, web presence, social media, collateral materials, creative and content development.
  - Redefined delivery organization operations and processes to improve efficiency and client satisfaction.
  - Managed delivery organization and functions including research and insights, industrial design, engineering, creative, user experience and development.
  - Hands on account leadership of key clients: acquisition through delivery including strategy, research, design and delivery. Clients included P&G, Whirlpool, P&G Ventures, Johnson & Johnson, CCHMC, Ameda, etc.
- 2012-2013 **Executive Vice President, Customer Experience**, Batterii, Cincinnati, OH  
Executive team member leading customer experience and product management for funded SaaS technology startup.
- Developed vision and drove strategy for category defining Enterprise Design Thinking platform.
  - Defined and oversaw customer experience strategy across all touch points to ensure cohesive delivery and highly satisfied customers.
  - Collaborated with executive team to define business strategy and ensure customer centricity across functional areas.
  - Led product management, business analysis, design, and user experience disciplines in the definition and execution of a world-class product using agile ux methodology.

- 2009-2012 **Vice President, User Experience**, The Nielsen Company, Cincinnati, OH  
Defined and built design organization to integrate, streamline and improve product portfolio \$8 Billion analytics company.
- Designed and built user experience organization from ground up including: user research, interaction design, information architecture, visual design and usability practice areas.
  - Lead client experience vision, implemented product brand guidelines and redesigned fragmented portfolio of legacy and acquired products into a single cohesive portfolio.
  - Executed first-ever global user research study resulting in increased customer understanding, more efficient product set and improved customer experience.
  - Drove user-centered design culture across Nielsen to extend the focus on quality user experience during transition from waterfall to agile deployment.
  - Moved organization to global CTOs office for maximum visibility, credibility and success.
- 2006-2009 **Vice President, Experience Planning & Research**, POSSIBLE (WPP), Cincinnati, OH  
Agency executive responsible for updating delivery process and leading multiple new digital practice areas.
- Defined, integrated and managed experience planning (UX), qualitative research, analytics and SEM/SEO practice areas into previously traditional creative agency.
  - Grew agency from 100+ to 300+ (approximately 25% of the 300+ were reporting into my organization largely in new roles).
  - Defined and led implementation, rollout and training of agency delivery process to integrate new disciplines and improve ability to scale and deliver world class creative.
  - Ensured quality customer experience, creative and content delivery across all agency clients.
  - Drove agency strategy and operations as member of agency executive management team.
- 2005-2006 **Director, User Experience**, Razorfish, Chicago, IL  
Provided leadership and oversight for Central Region of largest Interactive Agency.
- Managed User Experience (Interaction Design, IA, Usability, Research & Content Strategy).
  - Ensured delivery quality and health of business as part of the region's Senior Management Team.
  - Served as Creative Director/Experience Director for key AOR client.
  - Led UX for first ecommerce retailer to reach \$1 Million online sales.
  - Clients included Discover, JCPenney, AT&T, etc.
- 2002-2005 **Consultant to Management**, Experience People, Chicago, IL  
Leveraged deep understanding of customer-centered design to advise clients on organizational design, process improvement, and staffing.
- Designed customer-centered processes for key clients to gain deeper insight in their customers and focus work processes on delivering against customer needs.
  - Advised and directed clients on organizational design and team structure to implement and scale customer-centered processes.
  - Identified and recruited key talent to lead and support new practices and teams.
- 2001-2002 **Partner**, DaVinci Software, Chicago, IL  
Hired by investors to assess the health and viability of a struggling eBusiness software consulting company.
- Stabilized teams and clients through crisis situations and managed projects to completion.
  - Assessed teams, projects and talent and streamlined workforce to deliver against commitments.
  - Assessed business health and finances resulting in recommendation to shut down the business.
  - Managed complete shutdown of the business through to termination of corporate entity.
- 1998-2001 **CEO & Cofounder**, HannaHodge User Experience Architects, Chicago, IL  
Cofounded and led industry-defining user experience agency (first agency focused on user experience).
- Pioneered the experience design philosophy and process setting standards for employees, clients and peers.
  - Attracted top tier fortune 500 clients as well as top industry venture investors and incubators who were who were looking for competitive advantage
  - Recruited, hired and trained an elite team of practitioners many of whom have gone on to become prominent leaders in the customer experience profession.
  - Clients included Vanguard, Fidelity Investments, Xerox, Unisys, Chrysler, etc.
- 1996-1998 **Consultant**, IBM Global Services, Minneapolis, MN/Atlanta, GA  
As a member of the Usability Engineering Practice, led customer-centered technology initiatives for fortune 500 clients including Bank One, Daimler-Chrysler, Intel and General Motors. Was responsible for user-centered multidisciplinary approach to developing applications and interfaces for Internet, desktop software and kiosk applications. Was instrumental in evolving IBM process to multidisciplinary user-centered.
- 1994-1996 **President, founder & Principal Industrial Designer**, Challis Hodge Industrial Design, Minneapolis, MN  
Industrial design consultant. Special interest in projects that combined usable hardware and software interfaces. Designed first handheld smart remote with icon driven LCD display for 100+ channels for DSS.

- 1989-1990 **Industrial Designer**, NCR, Dayton, OH  
Industrial design and R&D for personal computers, servers, notebooks, ATMs and other hardware. Special focus on advanced concepts. Designed multimedia personal workstation, which utilized advanced LCD display technology to facilitate a removable Display/Notebook computer. Other features included reduced footprint and convection cooling system.
- 1988-1989 **Industrial Designer**, The Drackett Company, Cincinnati, OH  
O-cedar hand held cleaning products, Windex, Vanish, and many other consumer and industrial cleaning products.
- 1982-1987 **Systems Automation Technologist**, Custom Machine, Cincinnati, OH  
O-cedar hand held cleaning products, Windex, Vanish, and many other consumer and industrial cleaning products.

## EDUCATION

- 1993-1995 **Master of Design, Human-Computer Interaction**, School of Design, College of Design, Art, Architecture & Planning (DAAP), University of Cincinnati, Cincinnati, OH  
Focus included HCI in emerging interfaces, virtual reality to experience remote locations and events, computer animation. Reconstructed and animated computer simulation of Ancient Greek Citadel Argive Heraion.
- MS Design; Human-Computer Interaction & Emerging Technologies/VR
- 1987-1992 **Bachelor of Science, Industrial Design**, School of Design, College of Design, Art, Architecture & Planning (DAAP), University of Cincinnati, Cincinnati, OH  
Focus included consumer product design, user-centered design process, human factors, ergonomics, design communication and theory.
- BS Industrial Design
  - 5 Year Cooperative Education Program
- Additional Coursework
- Mechanical Engineering, 1.5 years study, Bachelor of Science track
  - Psychology, 1 year study, Bachelor of Science track
  - Fine Arts, 1 year study, Bachelor of Fine Art track

## BOARDS & MEMBERSHIPS

### **American Center for Design (ACD)**

Member until 2002

### **Association for Computing Machinery (ACM)**

Member, Review Panel DIS (Designing Interactive Systems) 2000 & 2001

Member, Review Panel DUX2003 (Designing for User Experience) 2003

### **American Institute of Graphic Arts (AIGA)**

Chair, National Knowledge Committee, AIGA Experience Design Special Interest Group

Member, National Steering Committee, AIGA Experience Design Special Interest Group

Chair, Chicago Chapter AIGA Experience Design Special Interest Group

Vice President & Executive Board Member, Chicago Chapter AIGA

### **Design Management Institute (DMI)**

Member

### **Interaction Design Association (IXDA)**

Founder & Board Member 2004

### **LOOP Journal of Interaction Design Education**

Board Member

### **Usability Professionals Association (UPA)**

Member

### **User Experience Network (UXnet)**

Founder & Board Member 2003

## SPEAKING & PUBLICATIONS

- Interaction Design Association Cincinnati**, February 2016, Service Design Thinking
- American Marketing Association**, October 2015, Service Design: A Marketer's Secret Weapon
- LOOP Journal of Interaction Design**, December 2002, Archiving Experience Design
- New Architect Magazine**, November 2001, Customers to the Core: Tactics for Successful Service
- iStreet Magazine**, July 2001, Problem PDAs
- Creative Media**, March 2001, Thoughts on Jakob Nielsen
- ePrairie Magazine**, March 2001, 60 Seconds with Challis Hodge
- WebTechniques Magazine**, February 2001, In Search of the Chief Experience
- Technology Executives Roundtable**, November 2000, The TER Brain Trust: Checking the Pulse of the Technology Industry
- WebTechniques Magazine**, August 2000, Inside Design Shops, Understanding User Experience
- Forrester Research**, March 2000, Sorting Out Site Testing Tools
- Web 2000**, March 2000, User Experience What's Next
- Digitrends**, March 2000, Eloan.com Winning Mortgage Site Battle
- Forrester Research**, February 2000, Site Design Requires Hard-To-Find User Experts
- Channel Seven**, December 1999, For Online Pharmacies, Usability is King
- CNN FutureWatch**, June 1996, Personal video interview for Black & Decker power tools of the future project.
- Popular Science**, October 1996, New and Notable: Envisioning Drills
- American Woodworker, #54**, October 1996, Drills for the 21ST Century
- Furlong & Birch Galleries**, May 10 1996, Black & Decker Looks to the Future: An Exploration of Future Product Opportunities for the Home Workshop
- 3M StemWinder, Volume 10, Number 21**, May 29, 1996, Young Industrial Designers Put Ideas on Display

## GRANTS & FUNDING

- Black & Decker** 100 Year Anniversary Grant: Centennial Drill  
\$20,000  
Secured a sponsored collaborative project with Black & Decker to celebrate their 100 year anniversary. The ten-week project culminated in a series of design prototypes for power tools of the next century. Project was widely recognized and published.
- University of Wisconsin**, Computer Design Lab  
\$125,000  
Led grant development efforts to secure funding for a major upgrade of the School of Art & Design Computer Facility. The facility was dedicated as part of a major initiative including a new state-of-the art lab & building.
- University of Wisconsin**, Professional Development Grant  
\$5,000  
Secured funding for professional development in computer visualization and conference
- University of Cincinnati**, Ohio Board of Regents Grant  
\$250,000  
Participated in proposal development to secure State funds for the University of Cincinnati Computer Graphics Center.