

# Kevin McElroy

## Contact

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### CITIES

Los Angeles, Bogotá

## Education

### *Pratt Institute, Brooklyn, NY*

BFA, Industrial Design, 2007

Dean's List

### *Denmark Design School, Copenhagen, Denmark*

Scandinavian Architecture and  
Furniture Design, 2006

### *Temple University, Philadelphia, PA*

Liberal Arts, 1999

## Recognition

### Public Speaking

Symposium on Design-Thinking  
Medellín, Colombia, 2014

World Usability Day Conference  
New York, NY, 2010

### Press

[TV] WOBI World Of Business Ideas  
Bogotá, Colombia 2017

MSNBC Your Business  
New York, NY, 2009

[Print] Dinero, Surface, New York,  
Popular Science, House Beautiful

### Design Exhibitions [NYC]

CUTS///, 2011

F\*\*k The Economy, 2009

Brooklyn Designs, 2007

International Contemporary

Furniture Fair, 2007

## Work History

### Founding Partner, Design Director 6.2012 — Present

#### *Polymath Ventures, Bogotá, Colombia*

- Member of leadership team working across disciplines towards organizational growth from 5 members to a 30-person office with 250+ members across portfolio of 7 companies in 5 cities and 2 countries.
- Directing service design and communication design across portfolio.
- Recruiting and training talent in human-centered business design to get teams from discovery to insight to action.
- Building and launching service products (digital, physical, spatial), and communication programs.

Innovation Director [10.2012 - 4.2013]

Team Lead [6.2012 - 10.2012]

### Design Consultant & Entrepreneur 1.2010 — 6.2012

#### *Independent, New York, NY, and San Francisco, CA*

[Consulting projects]

- Plum Organics, San Francisco, CA — Developed category innovations in child nutrition. Conducted ethnographic research, synthesized insights and opportunity spaces, delivered design solutions.
- Hasbro, Providence, RI — Supported product exploration in baby category. Performed market investigations, parent interviews, and trend-spotting.
- Stark Design, New York, NY — Researched and designed retail environments for CVS and Caremark brands.
- West Elm, Brooklyn, NY — Designed packaging and brand collateral.

[Entrepreneurship]

- Designed and commercialized award-winning home recycling bin. Secured manufacturing and distribution partners to sell 10,000 units per year.

### Educator and Project Manager 1.2009 — 1.2010

#### *Sweat Equity Education (founded by Mark Ecko), New York, NY*

- Built learning programs and led teams of teenage designers in co-creation projects with top-tier brands like Nissan and Best Buy.

### Industrial Designer 6.2008 — 6.2009

#### *Pratt Design Incubator For Sustainable Innovation, Brooklyn, NY*

- Designed products with focus on social and environmental impact including medical devices for low-resource clinics in Africa, and shipping equipment for green building materials.

### Industrial Designer 8.2006 — 12.2008

#### *George Schmidt Design, Brooklyn, NY*

- Researched and designed housewares and appliances from concept sketch through engineering to final manufacture.

### Graphic Designer 1999 — 2003

#### *KD Graphics, Philadelphia, PA*

- Designed illustrations and layouts for various marketing campaigns.