

# Kevin McElroy

## Contact

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### ADDRESS

2341 West Dickens Avenue  
Chicago, IL 60647, USA

## Education

### *Pratt Institute, Brooklyn, NY*

BID, 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

CUTS///, 2011

F\*\*k The Economy, 2009

Brooklyn Designs, 2007

International Contemporary

Furniture Fair, 2007

## Work History

### Service Design Lead 1.2017 — Present

#### *Fjord (Accenture), Chicago, IL*

- Creative lead shaping service innovation projects and driving business outcomes for market-leading clients. Projects range from north star visioning to strategic storytelling to design definition. Outputs include service blueprints, animated films, concept and interaction prototypes, roadmaps and ongoing consultative support.
- Developing and sharing thought leadership through original content creation, writing, speaking and team training.

### Founding Partner, Design Director 6.2012 — 12.2016

#### *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.
- Designed, launched and grew startup business models, service ecosystems (digital, physical, spatial), and communication programs.
- Recruited and trained talent from leadership to junior.

### Design Consultant and Entrepreneur 1.2010 — 6.2012

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

[Consulting]

- Designed consumer products, packaging and spaces. Lead ethnographic research and focus groups, and translated consumer insights into innovation frameworks. Created design sketches, 3-D models and technical drawings.

[Entrepreneurship]

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

### Educator and Project Manager 1.2009 — 1.2010

#### *Sweat Equity Education (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.

### Visual Designer 2000 — 2003

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

- Designed illustrations and layouts for print and digital campaigns.