

# alisa rantanen

*Global Leader, User Experience Design*

alisanrantanen.com  
alisa.rantanen@gmail.com  
217 898 3916

## education

**Cranfield School of Management**, *Bedfordshire, UK*  
Executive Talent Development Programme.  
*Oct 2023 – Oct 2024*

**University of Notre Dame**, *Notre Dame, IN*  
Bachelor of Fine Arts *cum laude*, Industrial Design.  
*Aug 2009 – May 2013*

- Sponsored projects for Whirlpool, Intel, and Kenneth Cole & Heritage Travelware.

## awards

### Red Dot Design Concept

Awarded for Skintact, with teammates Tony Belton, Pachara Kangchirdsri, and Laura Ott. *2017*

### Red Dot Design Concept: Best of the Best

Awarded for Near&Dear, with teammates Tony Belton, Ed Cox, and Miguel Martinez. *2014*

### IDS Midwest Student Merit Award

First place. *2013*

### Emil Jacques Silver Medal of Fine Arts

Artistic excellence. *2013*

I am a global leader in User Experience Design driven by an innate curiosity and instinct for sense-making: I transform complex problems of all kinds into simple and creative solutions, using design skills to turn intangible ideas into tangible change.

## insight by nemera

Innovation, design, and development services provider in the drug delivery, diagnostic, and medical device categories. Formerly Insight Product Development, LLC. *Chicago, IL*

### Global Leader, User Experience Design. *May 2022 – present*

- Develop and grow UXUI and Industrial Design as a strategic business unit within the global organization with P&L responsibility.
- Advocate for and demonstrate the value of user-centered design thinking in both the development of own-IP products and organizational initiatives such as the “Innovation Pipeline,” giving design a voice at all levels.
- Lead and manage 12 designers, defining a shared vision and strategy for team growth. Provide professional development and support, creating an environment with a strong growth curve. Attract, onboard, develop, and retain talent.
- Manage 5+ concurrent projects to meet client expectations and business goals by mentoring the work of content contributors and ensuring the quality of design efforts, maximizing efficiency and efficacy through continual process optimization.
- Attract and win new business by pitching capabilities to prospective clients, writing proposals, and retaining 95% repeat business. Collaborate with Marketing, Sales, and Communications teams, setting the standard for communications. Regularly develop and present webinars and workshops internally and externally.
- Key clients: 3M, Abbott, Abbvie, Baxter, Becton Dickinson, Boston Scientific, Cardinal, Fresenius Kabi, Medtronic, Werfen.

### Design Manager. *July 2018 – May 2022*

- Acted as discipline lead and/ or project manager to manage program scope and planning to ensure deliverables meet client needs and business goals.
- Built UXUI capabilities from the ground up, including hiring and training the UXUI team, to gain new client business and expand the design team’s offerings.
- Addressed inconsistencies by revising, documenting, and sharing the product development process across offices in Chicago and France, including the conceptualization, development, and systemic integration of the “Concept Development Framework,” to ensure shared understanding and quality output.
- Met underserved client needs by developing a “Concept Vision” deliverable to support Design Strategy capabilities within Discovery Research. Similarly strengthened graphic design capabilities to improve Instructions for Use and Quick Reference Guide capabilities.

### Senior Designer. *July 2015 – July 2018*

- Navigated complex client briefs and aggressive timelines to produce quality work that met client and user needs on time and within budget.
- Led multiple international ethnographic research efforts, including recruit, travel and translation logistics, moderator guide development, analysis, synthesis, and presentation.

### Industrial Designer. *July 2013 – July 2015*

### Industrial Design Intern. *May – Oct 2012*

## academic facilitation

**Northwestern Pritzker School of Law**, *Chicago, IL*

Adjunct Professor. Master of Science in Law: Entrepreneurship Lab. *2022 – 2023*

School of the Art Institute of Chicago, *Chicago, IL*

Guest Lecturer. Designed Objects: User Interface and Interaction. *Mar 2022*

### **publications and presentations**

**HFES 64<sup>th</sup> International Annual Meeting**, *Virtual Meeting*

When User Research Leads Design Astray. *Oct 2020*

**MATTER Healthcare Incubator**, *Chicago, IL*

Contextual Inquiry: How to Run Effective Stakeholder Interviews. *Nov 2018*

**HFES 62<sup>nd</sup> International Annual Meeting**, *Philadelphia, PA*

Cross-Training in Human Factors Engineering and Industrial Design. *Oct 2018*

**IDSIA Northeast District Design Conference**, *Rochester, NY*

One Design, Many Stories. *Apr 2018*

**HFES 58<sup>th</sup> International Annual Meeting**, *Chicago, IL*

Usability of Human Factors Research in Design. *Oct 2014*