

# LAATE OLUKOTUN, MDes

37 ESSEX AVE, MAPLEWOOD, NJ 07040 | LAATE76@GMAIL.COM | 773.577.0011 | LAATE.COM

<b>Education</b>	2003 - 2006	<b>Institute of Design, Illinois Institute of Technology</b> • Chicago, IL Master of Design
	1994 - 1998	<b>Yale University</b> , New Haven, CT Bachelor of Arts, Economics
<b>Experience</b>	2015 - now	<b>Director of Marketing, NextFab</b> • Philadelphia, PA Reimagined, built, and led Marketing Department for the region's leading network of makerspaces. <ul style="list-style-type: none"><li>• <i>Led all marketing, branding, and spatial design initiatives to create brand awareness and attract new business. Major projects include: hiring and leading internal &amp; external teams; rebranding the company across all touchpoints; redesigning and launching NextFab's website; and leading the interior design efforts for NextFab's newest location – a 10,000 square foot makerspace in Wilmington, Delaware.</i></li><li>• <i>Imagined, developed, and led NextFab's most important strategy project to date – a Customer Experience Project to understand and map the customer journey, identify opportunities for strategic growth, and implement new initiatives. In less than six months, the Project catapulted membership growth, nearly doubling the population.</i></li></ul>
	2010 - now	<b>Designer Founder, Lollygig LLC</b> • Lambertville, NJ Launched and ran a startup with two distinct branches – MomentumPunch, a user-centered design consultancy and Lollygig, a product design firm that designs, develops, and sells new products. <ul style="list-style-type: none"><li>• <b>MomentumPunch</b> – a user-centered design consultancy solving complicated challenges for companies of all sizes, from sole proprietorships to multi-billion dollar organizations, including:<ul style="list-style-type: none"><li>» <i>Le Bon Magot</i> – a food startup targeting sophisticated palates. Acting as Creative Director, designed and built entire brand, including bottle design, signage, and website. The brand has been highlighted by SquareSpace, in The New York Times, in The Wall Street Journal, and won 5 soft Awards in 2017.</li><li>» <i>Amway's Business Innovations Group</i> – led several projects, including an effort to understand how an emerging business model influenced customer purchasing decisions, and co-led a long-term strategy project to synthesize all previous work done by Amway's innovation teams.</li></ul></li><li>• <b>Lollygig</b> – a product design firm that developed, launched, and sold active gear products, including:<ul style="list-style-type: none"><li>» <i>Hopscotch</i> – a wall and car mount for iPhones and keys, successfully crowdfunded on Kickstarter in 2014.</li><li>» <i>NapoleonGlove</i> – a patent-pending tablet case, launched in 2011.</li><li>» <i>BoomMaster app</i> – one of the first apps available for Apple's first iPad, launched in 2010.</li></ul></li></ul>
	2007 - 2010	<b>Project Lead / Experience Design Lead, Growth Initiatives, Steelcase Inc</b> • Grand Rapids, MI Envisioned, pitched, and launched three Steelcase-backed, award-winning ventures – Workspring, 654 Croswell, and Turnstone in 2008, 2009, and 2010 respectively. <ul style="list-style-type: none"><li>• <i>Led the development of a new venture, codenamed Birdland. Recruited and directed multiple teams – including a group of design researchers, internal knowledge leaders from WorkSpace Futures, a marketing/sales MBA, and a financial modeler – to develop a vision for a network of high-end coworking spaces.</i></li><li>• <i>Pitched business plan and secured funding for the first venture based on this platform – Workspring, a network of high performance offsite facilities. Led the development of Workspring's operations including the website, backend IT systems, scheduling systems, and financial processes. Launched first Workspring location in Nov. 2008.</i></li><li>• <i>Built a second venture called 654 Croswell using the same principles that defined Workspring. Designed the building's layout and the brand's website, and developed a research protocol to use the facility as a living lab for R&amp;D and pre-sales. 654 Croswell – one of the early coworking spaces – launched in E. Grand Rapids in Dec. 2009.</i></li><li>• <i>Recruited to join another venture, called t2, in 2009 to build a disruptive business model for the contract furniture industry. t2's products would be purchased through the web and would ship via couriers, like FedEx, instead of through the company's established dealer network.</i></li><li>• <i>As experience design lead, developed and implemented all design research to understand how small businesses and project teams find space, lease or purchase spaces, design their offices, find and purchase furniture, and allow for business growth and shrinkage.</i></li><li>• <i>Built a customer experience model that compared the existing experience and pain points with an imagined future where products, services, and experiences could be vastly different and greatly improved.</i></li><li>• <i>Translated all unmet needs into insights, then developed a systems view for the implementation of all solutions.</i></li><li>• <i>Co-directed the development of a compelling vision for the platform, which took over the existing Turnstone brand, including the a mock-up for the future website – a critical touch point for this new e-commerce platform.</i></li></ul>

- Co-directed an immersive presentation – including full-scale designs for a new benching solution, mock-ups of the new brand, an interactive web experience, a breakdown of the entire product line, and a new financial model based on an e-commerce channel to generate direct-to-consumer sales.
- The new Turnstone brand was approved by the C-suite, and launched in September 2010. The first product line that emerged from Turnstone, called BiVi, won Gold (the highest award) during its debut at NeoCon 2011.

2005 - 2006	<b>Extern, Jump Associates</b> • San Mateo, CA Conducted primary research and designed facilitation guides & content, including a product development process infographic, to communicate research findings and transform a client's Fortune 100 business from marketing-centric to user-centered while simultaneously developing a new statement of line.
Summer 2005	<b>Design Intern, Mayo Clinic SPARC Innovation Program</b> • Rochester, MN Co-led the Department of Medicine's Plummer Project – an initiative to improve physicians' day-to-day work experiences. Collaborated with internal team and Steelcase's WorkSpace Futures to develop a 10,000 sq. ft. living lab with mock-ups for new staffing models, room layouts, and products.
2000 - 2001	<b>Business Analyst, Hill Holliday, Strategic Consulting Group</b> • Boston, MA Conducted secondary and primary research to coauthor deliverables for a range of products and services with clients in multiple industries including high-technology, energy utilities, higher education, and sportswear.
1998 - 1999	<b>Development Intern, Ab'strakt Pictures</b> • Hollywood, CA Reviewed stories including the early drafts of Kinsey while also supporting the production of Nurse Betty starring Renee Zellweger, Morgan Freeman, Chris Rock and Greg Kinnear.

<b>Skills</b>	2D & 3D design	Sketching; Adobe Illustrator, InDesign, Photoshop; designing for 3D-printing and injection molding in SolidWorks and Rhino + Grasshopper; designing for laser cutting & etching
	Interactive	Designing front-end for web and mobile apps, including wireframing; HTML, CSS, Director
	Storytelling	Facilitating team engagements; pitching to executives, boards, teams, and clients; incorporating improv (from Improv Olympic training); designing original brands; photography; filming and editing in Final Cut Pro; writing and editing for blogs, social media, and collateral

<b>Honors</b>	May 2010	<b>Workspring wins Bronze in Edison Best New Product Awards</b> • New York, NY Steelcase's Workspring won in the Living, Working & Learning Environments category.
	May 2006	<b>Graduate Outstanding Academic Achievement Award, Institute of Design</b> • Chicago, IL
	May 2006	<b>Finalist, "Seamless Connectivity for Youth Project,"</b> Motorola • Chicago, IL Created a concept for a handheld system designed for creating, sharing and selling stories.
	June 2005	<b>Best Experimental Experience Award, Mattel Design Summit</b> • El Segundo, CA Visualized and shared a concept for an interactive toy encouraging children to engage in open-ended play.

<b>Press</b>	Feb 27, 2017	"NextFab Wilmington, Building for the Future" by Anders Uhl, NextFab.com
	Oct 16, 2013	"High Efficiency Or Great Service?" by Diccon Hyatt, U.S. 1 Newspaper
	Feb 26, 2013	"Inventing the Future: Local Makers Flex Their Talents at the City's 'Gym for Innovators'"
	Jan 7, 2010	"Cottage Atmosphere, No Long-Term Contracts," Rapid Growth Media
	Jan 6, 2010	"Co-Working Offers Community to Solo Workers," by Kaomi Getz on NPR's Morning Edition.
	Feb 20, 2009	"Workspring & the Workplace of the Future," by John F. Schneider on schneiderism.com
	Dec 29, 2008	Workspring named to list of top 10 marketing & advertising ideas by Springwise.com

<b>Adventures</b>	2011 - 2015	<b>Keystone Member, NextFab</b> • Philadelphia, PA Honed digital design and manufacturing skills at cutting-edge digital fabrication facility.
	2003 - 2004	<b>Improv comedy student, ImprovOlympic Theatre</b> • Chicago, IL Studied comedy in individual and group scenes during three levels of classes.
	2003	<b>Certified instructor, Outward Bound Canada</b> • Black Sturgeon Lake, Ontario, Canada Developed facilitation and leadership skills during a thirty-day intensive outdoors program.
	1997 - 1998	<b>Men's Varsity Soccer Player, Yale University</b> Played midfield for nationally-ranked Division I soccer team.