

Darren Gene Peterson

darrengene.peterson.com | dgp.one@gmail.com | +1 612-424-9944

I am a design strategist and user-centered design researcher. I help companies understand their users and envision new products and markets.



EXPERIENCE

Design Strategist

Freelance, Los Angeles, CA

Dec 2012 – present

I guide start-ups in identifying and understanding new markets and users. We align on project vision, conduct user-centered research, and thoughtfully explore solutions.

Sr. Strategist

Taylor Design, Los Angeles, CA

Jan 2015 – Oct 2016

Established the design direction for built-environment projects (e.g. healthcare places) by leading an innovation process comprising: visioning with the client, researching end-users, and innovating with designers. Resident futurist.

Adjunct Faculty

Illinois Institute of Technology,

Chicago, IL

Jan 2015 – May 2015

Taught a senior capstone class that brings students from multiple disciplines to design a new product or service.

Design Researcher

Insitum, Chicago, IL

May 2013 – Aug 2013

To develop market and service strategies for an independent film streaming startup, we planned and executed a large user-centered research project.

Senior Mechanical Engineer

Electric Machinery (Convertteam), Minneapolis, MN

Mar 2008 – Nov 2009

I led teams in the development and manufacture of \$1MM+ projects. Developed systems for standardization in design and manufacturing, including writing new standards.

Product Development Engineer

Belimo Technology, Danbury, CT, & Zurich, Switzerland

Jun 2003 – Jan 2008

With other designers and engineers I created novel products for new markets, quickly capturing 35% of our market. I led projects from ideation to manufacturing, and supervised design support personnel.

EDUCATION

Master of Design

& Foundation Program

Institute of Design

Illinois Institute of Technology

Chicago, IL

Bachelor of Science,

Mechanical Engineering

with Honor

North Dakota State University

Fargo, ND

EXAMPLE PROJECTS

• Wearables startup

Researched participants of a prototype wearable service. Gave user experience and business direction.

• Godrej Innovation Center

Taught design methods to corporate employees in a five-week project sprint.

SKILLS

Client Engagement
Stakeholder Alignment
Project Planning and Execution
Human-Centered Research
Analysis/Synthesis
Concept Creation
Prototyping
Design Strategy
Product Design
Mechanical Engineering
Product Development
Writing
Presenting
Lecturing
Languages: English