

brett bishop

street
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Head of Design

Philips' Connected Sensing

03.2016-Present

Boston, MA

- Led the conceptualization and design of all software, hardware, and encompassing service layers to deliver Philip's first wireless streaming health monitoring service.
- Drove the future-state vision of healthcare delivered across a patient-centered journey - bringing together design, technology, and business model considerations.

Managing Design Strategist

Capital One

10.2013-03.2016

Washington, D.C. & Boston, MA

- Led teams reimagining the way 60 million people interact with their money, changing the way a Fortune 200 company thinks and works in the process.
- Delivered future-state service experiences built on a reframed understanding of individual needs, iterative prototyping, and executional roadmapping.
- Designed and facilitated learning experiences introducing peers and executives to service design methods including experience auditing, mapping, blueprinting.

Senior Branding Strategist

Capital One & Capital One Labs

10.2012-10.2013

Richmond, VA & Washington, D.C.

- Established Capital One's experimental technology and strategy group, launching the company's first publicly-available beta products.
- Created and tested all Labs' product branding, touchpoints, and communications, iterating on designs to continuously improve customer response and usage.
- Partnered with established business units to evangelize human insights and incorporate proven product designs into existing experiences.

Design Research Manager

Capital One

07.2010-09.2012

Richmond, VA

- Formulated the insights, frameworks, and blueprints upon which the company's first needs-based product portfolio was built.
- Introduced empathic research methods to complement existing approaches, driving greater understanding of user motivations and design opportunities.

book
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BS, Consumer Behavior

University of Florida

05.2010

Gainesville, FL

other
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- Lecturer at General Assembly, Introduction to Design Thinking, Design Research
- Workshop design and facilitation
- Photoshop, InDesign, MockPlus, Basic HTML

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