

Matt Prindible

Design Research and Strategy

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APPROACHES

Large-scale Demonstration
Vision and Roadmapping
Workshop Facilitation
Product Management
Lean/Agile/Scrum

METHODS

Quantitative Study
Qualitative Study
Contextual Inquiry
User Stories and Journeys
Cultural Probes
Photo Studies
Build to Think

TOOLS

Illustrator and InDesign
Premiere and After Effects
Sketch
InVision
Atomic
Inventor and Fusion
Physical Computing
Basic Machine Shop

ADDITIONAL EXPERIENCE

Wishvast

Nyeri, Kenya
Field Research

Honeywell HTSL

Bangalore, India
Summer Internship

Corvinus University

Budapest, Hungary
Summer Study

WORK EXPERIENCE

Carnegie Mellon University

Graduate Research Assistant, Imaginaries Lab

Devising new design research methods, similar to cultural probes and diary studies, visual ethnography, to explore and support the way people notice, understand, and imagine complex systems—*August 2017 to present*

Trendscape Innovation Group

Strategic Technology Advisor, Pfizer Consumer Healthcare

Facilitated workshops with cross-functional SVP and executive teams to identify long-term consumer, industry, economic, and technology trends. These horizons were used to speculate future products and services for Advil® and Thermacare® in order to identify drivers of change, and opportunities to invest in key technology platforms.

Principal Investigator, PA Industrial Resource Center

Planned and executed a series of long-term qualitative and ethnographic studies to document key themes and practices for sustainable manufacturing growth within NIST's Manufacturing Extension Partnership. Led the development of future efforts in understanding transitions from product-based to service-based manufacturing.

Investigator, PA Department of Community and Economic Development

Led the quantitative study, informed by secondary and market research, of broadband access in manufacturing markets. This research, along with three case studies for models of change, was presented to the Pennsylvania Governor's Office to make the case for federal and state investment in broadband infrastructure—*June 2012 to August 2016*

MakeShift Media

Research Editor

Led research for a global quarterly print magazine that documented creativity at the economic fringe. Scanned reporting and literature on informality to set thematic direction. Developed creative partnerships and products with Autodesk, University of Pennsylvania, and School of Visual Arts—*April 2013 to August 2016*

Walt Disney Parks and Resorts

Technical Contractor, Next Generation Experience

Managed the creative and technical product backlogs for the "Experience Development Prototype," as the purpose of the prototype shifted from communicating a strategic vision, to understanding technological feasibility, to demonstrating production-ready concepts. These efforts led to a green light from the Board of Directors for the \$1.5B project.

Intern, New Technology Group

Constructed physical infrastructure for the "Experience Development Prototype," a 12,000-square-foot interactive demonstration of the key technologies driving Disney's MyMagic+. Supported, assisted, or led over 300 demonstrations to key executive and VIP stakeholders—*January 2010 to May 2012*

EDUCATION

Carnegie Mellon University

Candidate for MDes in Design for Interactions, Expected Class of 2020

Candidate for MA in Design, Expected Class of 2018

Penn State University

BSc, Information Sciences and Technology, Class of 2009