

BACKGROUND

15+ years of experience ranging from graphic, website and industrial design, to research, user experience, strategy and innovation. Daily Activities include translating and visualizing the consumer voice, needs, and desires into focused brand, design and business insights, as well as new opportunities and integrated solutions.

EXPERIENCE

Design Research, Strategy & Innovation Consultant 2013-Present www.linkedin.com/pub/wendy-uhlman/a/243/701/
Freelance consultant with the ability to traverse the emotional and functional, while combining an intuitive perspective of today with a future forward vision of tomorrow. Utilizing creative and proven techniques within design thinking, facilitation and co-creation, the outcome is unique, specific, consumer focused and strategic business insights.
Clients: Idea Farm Coop, McDonald's, Nautilus Inc, Tetra Pak, Hertz, Sonos, Direct Auto

Unit 2 Collective & Design Makes Change, Director/Designer 2008-Present www.unit2.us
Founder and Director of a non-profit design collective focusing on cross disciplinary group projects, exhibits, dialogue, sustainable design, education and open sharing of ideas.

Kelton Global, Associate Director, Design Research, Strategy & Innovation 2011-2013 www.keltonglobal.com
Spearheaded design research and consumer insight integration within Qualitative Research, User Experience, and Online Communities by connecting with global consumers in new and informative ways, and sharing their story with key stakeholders to best facilitate impact. Projects range from retail and website/use experience to product development, pharmaceutical and CPG. Clients: Target, Coke, Logitech, Bloomingdales, Gilt, Marriott, J&J, Nickelodeon and NCR

Webb deVlam & R5 Research, Design Researcher & Strategist 2010-2012 www.wsdv.com, www.r5chicago.com
Design research, discovery and strategy work, bridging consumer insights, synthesis and design to create development opportunity platforms. Clients: Walmart, 3M, Unilever, Kraft, P&G and Concern Worldwide

W. Uhlman, Consultant, Owner & Designer 1995-2010 www.unit2.us/wendyuhlman.html
Small Business consultancy balancing various strategic responsibilities with the creative. Work ranged from graphic/web design, to photography and research. Clients: Kroger, P&G, Roche Art Gallery

Dell, UIC Interdisciplinary Product Design, Designer & Strategist 2009-2010 design.me.uic.edu/IPD
Year long, collaborative group project working with engineers, MBA students and Dell to improve the computing experience for users and develop an integrated product design solution from conception to shelf.

Product Development Technologies, PDT, Design Researcher 9/2009-12/2009 www.pdt.com
In addition to GUI, medical and alternative energy products, this Design internship focused on the project "Untangling Alzheimers", the integration of design research with product development, and the inclusion of this process into promotion.

Powerleap, Chicago, IL, Designer & Strategist 5/2009-8/2009 www.powerleap.net
Branding and Insight work with an alternative energy start-up devising strategy, website design, product and system solutions, and market launch for products that convert kinetic human energy into electricity.

Ecolect, Sustainability Designer 1/2009-6/2009 www.ecolect.net
Research and Design for a sustainability consultancy and material resource web site working on a new Eco-Label, Life Cycle Analysis integration, and "The Materials Petting Zoo", a traveling exhibit of eco-materials.

Newell Rubbermaid, Designer/Researcher 5/2008-8/2008 www.rolodex.com
Innovation work with several brands including Rolodex and Eldon Office Products to support trend identification, design of user friendly office products, communicate with manufacturers in China, and apply solutions for eco-integration.

EDUCATION

IIT Institute Of Design, Executive Masters of Design Methods, Part Time/In Progress, Degree Expected 2015
University of IL, Chicago - BFA in Industrial Design, Minor in Design History and Research 2010
Danish Institute for Study Abroad - Sustainability in Scandinavia & CSR, Summer 2009
University of Cincinnati - BA Journalism, Minor in Graphic Design, 1999-02

ACHIEVEMENTS

2013 - Masters Student Project Advisor, The Art Institute Of Chicago
2011-13 - UIC/Connect ID Mentor, *Make It Better* Magazine Contributor
2010 - MCA Exhibit on Furniture Design: Material Reuse and Design Thinking, UIC
IDSA Merit Award Nominee, TCF Bank & Judith Ikenberry Award for Design Excellence
2009 - Danish Institute Study Abroad Scholarship, UIC Design & Sustainability Lecture Series, Deceptive Design: Experiments in Furniture, The Chicago Cultural Center

COMPUTER SKILLS

Macintosh and PC: Photoshop, Illustrator, InDesign, Dreamweaver, Final Cut Pro, QuickBooks, Excel, Powerpoint, Keynote, Rhino, Hypershot, Solidworks and SketchbookPro