

Peter J. Warren | Resume

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(317) 691-2156

Relevant Skills

RESEARCH

Highly-experienced research practitioner with a focus on user-centered research activities to inform the design process. Skilled in developing and implementing rigorous approaches to generative and evaluative research, utilizing methodologies such as: observation, contextual inquiry, shadowing, shop-alongs, interviewing (one-on-one, dyads, triads, groups), participatory design, as well as expert and stakeholder interviews. Experienced in think-aloud testing and other approaches related to evaluating the usability of physical and digital interactions.

DESIGN SYNTHESIS

Manage the transition of research findings into actionable stimuli for design, combining multiple sets of data from primary and secondary research activities to arrive at strategic design directions. Develop visualizations that map design problems to research data, clarifying complex theories and associations that drive design activities and serve as artifacts for tactical design teams.

STRATEGIC DESIGN PLANNING

Define strategic business opportunities using design and research methodologies. Experienced in developing strategies to extract latent value out of existing portfolios and in creating development strategies for new-product and service solutions to extend markets and enter white-space.

Professional Experiences

INSIGHT PRODUCT DEVELOPMENT

Multiple Roles – January 2006 to Present

RESEARCH MANAGER

January 2010 to Present (Chicago, IL)

- Function as a research and strategy practitioner while also managing the operations of the Chicago research team.
- Work directly with executive level clients to develop systematic research practices that meet the needs of different departments within their organization while still providing rich data sets for design.
- Balance user, business and functional requirements to provide deep insights related to developing new products and services.
- Plan research efforts for medical device clients that are in compliance with the HE75 standard and FDA 510k submission expectations.
- Assist in business development by leading proposal writing for research and strategy efforts and by participating in pitches to prospective clients; project budgets over that past year have ranged from \$45,000 to \$450,000.
- Oversee the successful completion of all projects within the research department, with an average project budget of \$206,000.
- Manage internal resources and external contractors to balance workloads and capacities.

- › Mentor and manage staff level research and strategists.
- › Participated in a committee to develop sales and pitch material to support Insight's design strategy offering.

SENIOR RESEARCHER

November 2007 to December 2009 (Chicago, IL)

- › Designed international research studies incorporating rigorous methodologies.
- › Collected data across 4 continents, 16 Countries and 60+ cities. Often traveled for more than four weeks at a time.
- › Facilitated analysis and synthesis efforts with cross-functional design and engineering teams.
- › Communicated complex data and theories through visualizations and other forms of documentation, including: opportunity and preference hierarchies; purchasing models; cultural and behavioral models; personas; ideal experiences; thematic research findings; environment maps and task flows; and product adoption roadmaps.
- › Oversaw the majority of research programs involving Insight's Shanghai office, serving as a mentor to the Chinese research team and as a link between them and our North American and European clients (mid-2008 to Dec 2009).

STAFF RESEARCHER

January 2006 to October 2007 (Raleigh, NC)

- › Supported user research activities: Led data collection and analysis activities for new product development.
- › Assisted in interaction design programs by translating research data into conceptual design solutions; exploring control and feedback schemes; developing paper-prototypes, wireframes and visual resource dictionaries; assisted in coding XAML prototypes of interfaces.

Industries & Sectors Served

- › Consumer Packaged Goods
- › Commercial Cleaning and Environmental Services
- › Government and Public Safety
- › Medical Devices and Disposables
- › Hospital Infection Control
- › Cable and Telecommunications
- › Pharmaceutical Devices
- › Industrial Personal Protective Equipment
- › Personal and Business Computing
- › Laboratory Equipment
- › Agricultural Equipment
- › Alcohol and Spirits
- › Insurance

Education

Savannah College of Art & Design - BFA in Industrial Design 2001-2005

Program focus was on conceptual design approaches and methodologies, design research and interaction design.