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Portfolio: <http://vondesign.com/portfolio>

DESIGNER Highly qualified designer passionate about using design process to inform product, market, and business fit solutions. Inspired by design and innovation best practices that deliver a competitive edge. Able to visualize complex data, implement design research, conduct user testing, and design ethnography in order to understand target audiences and user experiences. Motivated to advance visual and strategic design methods in sectors from health to education. Equally adept as a lead creative or individual contributor.

COLLABORATOR Passionate about working with cross-disciplinary teams to solve wicked challenges and deliver exceptional user-centered solutions. Trusted advisor and collaborator in areas of design, management, technology, research, entrepreneurship, and education. Skilled public speaker and networker in multiple contexts and across cultures. Proven ability to write and budget proposals that secure funding and support large-scale collaborative initiatives.

EDUCATOR Experienced educator of design thinking, interaction design, experience design, design process, and visual skills to students of all ages and backgrounds. Passionate about leading human-centered design workshops, focused brainstorming, synthesis exercises, and design facilitation strategies to solve complex challenges. Able to develop educational initiatives, learning modules, and curricula for diverse audiences from university students to professionals.

EDUCATION **Savannah College of Art and Design** 2015
MA in Design Management
Final Project: "Health care: A strategic approach to support change"
Advisor: Regina Rowland, PhD

Washington University in St. Louis, College of Art 1996
BFA in Visual Communications

Washington University in St. Louis 2004 to present
Continuing Coursework: Entrepreneurship; History and Development of the Nonprofit Sector; Contemporary Organization Development: Creativity, Innovation, Sustainability; Introduction to Psychology; Grant Writing; Finance for Nonfinancial Managers; and Vertical Seminar Program

PROFESSIONAL EXPERIENCE **Director of Research & Technology** 07/2013 to present
Sam Fox School of Design & Visual Arts, Washington University in St. Louis
Oversee research and information technology for the Sam Fox School. Integrate both areas to support faculty and student research, learning, operations, and school administration. Respond to school- and university-level strategic needs, plan budgets, support team projects, and initiate activities that advance its mission of education and design excellence. Supported formation of the Center for Health Research & Design along with strategic initiatives to advance large-scale research and creative activity.

Senior Lecturer 07/2009 to present
College of Art, Washington University in St. Louis
Teach the following courses as well as advise independent student research activity:
Interaction Design: Understanding Health and Well-being - Applied projects using foundations of UI and UX.
Service Design - Intro to HCD, blueprinting, journey maps, and personas to develop service-design solutions.
Digital Design - Introduction to design process and software for photography, print, and illustration.
Introduction to Motion and Interactivity - Time-based communications, sound, and website design.
Alternative Displays - Studio exploring future of technology and IoT for products and environments.
When possible, I bring a health care and well-being focus into projects and research activity.

Director of the Research Office 07/2009 to 07/2013
Sam Fox School of Design & Visual Arts, Washington University in St. Louis
The research office supports a culture of research and creative activity by serving as a catalyst and facilitator of student and faculty creative initiatives and research projects. Goals are to support faculty in creating new knowledge, encourage entrepreneurship, and promote interdisciplinary collaborations in architecture, design, and the visual arts. Responsible for assisting faculty and students with funding, project goals, pre- and post-management of awards, and institutional requirements.

Director of Strategic Development 07/2007 to 07/2009
Visual Communications Research Studio, College of Art, Washington University in St. Louis
Responsible for creative direction, management, and oversight of the Visual Communications Research Studio (VCRS), a fifth-year College of Art research program combined with client-based projects. The VCRS bridged the gap between research, design fundamentals, and applied practice for students studying messaging, image making, and graphic design. Research associates and creative practitioners led projects in partnership with faculty and students. Projects were executed through undergraduate courses and summer internships. Projects included:
• *MySci Investigation Station*: A 330-square-foot traveling exhibition designed for the Washington University Science Outreach program.

- *Missouri Baptist Cardiac and Vascular Education Room*: A 280-square-foot permanent exhibition explaining the functions of the heart on a basic level.
- *The Value of Design Video*: Video about the history of design, its global value, and the role it plays in the world as related to other disciplines.
- *Plus + One*: Research project about cause-related marketing and pro-social certification marks in order to develop a brand mark.

Visiting Assistant Professor 07/2006 to 07/2007

College of Art, Washington University in St. Louis

Teaching responsibilities included *Typography I and II*, *Design and Technical Fundamentals*, and *Senior Thesis* seminars. Classes emphasized critical thinking, extensive visual experimentation, and introduction to professional resources and applications.

Visiting Lecturer 07/2004 to 07/2006

College of Art, Washington University in St. Louis

Teaching responsibilities included *Professional Practice*, *Typography*, *Design and Technical Fundamentals*, and *Senior Thesis* seminars.

Consulting, Von Design, St. Louis 07/1996 to present

Projects have included user experience research for health insurance, human centered design for healthcare, design and management for a K-2nd grade science traveling science classroom, process maps for a Fortune 500 marketing firm, collateral for technology and publishing industry, and ethnography and design thinking. Responsibilities range from initiating design and concepts, addressing business goals, producing budgets and marketing strategies, managing various team disciplines, conducting surveys and audience interviews, and providing design and technical drawings. Select projects include:

- **BJC HealthCare**: *Human Centered Designer* focused on understanding operations on an oncology nursing floor. Participated in synthesis, ideation, and final report design to help the project identify next steps.
- **Medullan**: *UX Researcher* for digital health experiences of individuals and families buying health insurance online. Worked with Agile and HCD methods, created interview guides, conducted interviews, synthesized findings, produced a service blueprint, developed personas, defined strategy for wire frames, and created visual design input.
- **XPLANE**: *Facilitator* leading various projects with firm's illustrators and business executives to identify client pain points and translate them into visual explanations of process and product benefits to target audiences.

Creative Director & President, Design360 Inc., New York City 04/1999 to 07/2004

As Creative Director, responsibilities included: design strategy, concept initiation, and project planning from overall layouts and production plans to presentations and communication with clients. As President, responsibilities included: managing operations and budgets, business development, marketing, proposal writing, and overall firm direction.

Adjunct Faculty 09/1999 to 05/2000

Pratt Institute, Brooklyn

Introduced students to industry-standard software and familiarized them with the technical issues of design production. Addressed paper selection, color factors, printing specs, die cuts, mechanical drawings, pop-ups, mock-up constructions, presentation skills, and overall design project completion procedures.

Associate, Swanke Hayden Connell Architects, New York City 04/1996 to 04/1999

Responsibilities included: design direction, photo/illustration and typography selection, concept presentation and discussion with clients, pre-press production, and project completion. Design projects included corporate identity, posters, press kits, event flyers, invitations, exhibits, online media, marketing collateral, and signage programs. Integrating graphic elements into the built environment and managing the overall graphic identity of interior and exterior architectural projects.

SKILLS

Design: Creative direction, concept ideation, wireframing, prototyping, site map creation, diagramming & mapping, information architecture, branding & identity, print design, UI/UX design

Strategy: Workshop facilitation, project management, use of business model canvas, creative brief generation, proposal writing, brand positioning, enterprise modeling

Research: HCD methods, survey development, user interviews, contextual inquiry, participatory design, synthesis, blueprint & journey maps, insight combination, personas, user testing, market analysis

Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Experience Design, Adobe Dreamweaver, Adobe Premiere, Adobe After Effects, Microsoft Office Suite, Keynote, Balsamiq, HTML/CSS, Mac/Windows

Languages: Fluent in English and Spanish

RESEARCH FUNDING ACTIVITY	<ul style="list-style-type: none"> ▪ First director of the Sam Fox School's Research Office. ▪ Work with the Washington University Foundation and Corporate Relations Offices and the Office of Sponsored Research Services to secure funding and manage research projects. ▪ Managed funding from the Centers for Disease Control and Prevention for cancer prevention research. ▪ Facilitated an application for a National Endowment for the Arts grant for architecture youth outreach. ▪ Worked with senior leadership at the Sam Fox School and BJC HealthCare to develop a strategic plan to secure funding for the formation of the Center for Health Research and Design. ▪ Managed funding and relationships for applied entrepreneurial design initiative with community partners. ▪ Mitigated contractual agreements with funders and university representatives for sponsored design build projects in the community.
PUBLICATIONS	<p>Von Rohr, E. (2016, May 13). <i>Interaction design: Understanding health and well-being</i> [Blog post]. Washington University in St. Louis, Institute for Public Health. https://publichealth.wustl.edu/interaction-design-understanding-health/</p> <p>Von Rohr, E. (2008). The inclusion of social responsibility in the visual communications curriculum. In <i>Visual communications curriculum case study</i>. http://www.creativeforacause.org/web_casestudies/WUSTL_CaseStudy.pdf</p> <p>Von Rohr, E. (2007, December 1). <i>Web design: Aesthetics, creation, and deployment</i>. Online workshop for the National Catholic Educational Association, Catholic Distance Learning Network. http://www.catholicdistance.org/december2007workshop/index.html</p>
SPEAKING AND WORKSHOPS	<p>[Design thinking workshop for IFCLA, August 2018]</p> <p>"What is good design?" [presentation], ArchHacks, St. Louis, November 2016</p> <p>"Design thinking" [group facilitation], COCAbiz Workshop, St. Louis, August 2016</p> <p>"Visual design for effective presentations" [group facilitation], COCAbiz Workshop, St. Louis, June 2016</p> <p>"Gift-giving workshop" Atomicdust, St. Louis, May 2016</p> <p>"Design for health where there is no doctor" [presentation], Washington University in St. Louis, Institute for Public Health, Summer Research Program Seminar Series, St. Louis, June 2015</p> <p>"Design Thinking: An approach to innovation" [presentation], Washington University in St. Louis, University College, St. Louis, September 2015</p> <p>"Facilitating creative thinking" [group facilitation], Ligouri Publications, St. Louis, January 2014</p> <p>"Design research: Structural strategies" [forum presenter], AIGA Educator Conference, New Context / New Practices, North Carolina State University, Raleigh, October 2010</p> <p>"AIGA St. Louis student conference" [presentation], AIGA Leadership Conference, Salt Lake City, June 2010</p>
COURSES TAUGHT	<p><i>Alternative Displays</i> – Studio exploring future of technology and IoT for products and environments.</p> <p><i>Service Design</i> – Introduction to use of HCD, blueprinting, journey maps, and personas to develop services.</p> <p><i>Interaction Design: Understanding Health</i> – Transdisciplinary based projects in the health sector.</p> <p><i>Interaction Design II</i> – Intermediate interaction design foundation with focus on human centered design.</p> <p><i>Introduction to Motion & Interactivity</i> – Introduction to screen-based visual principles.</p> <p><i>Digital Design</i> – Introduction to foundations of design and associated software for print and screen.</p> <p><i>Type Design I</i> – Introduction to letter forms, grids, and text-based compositions for print design.</p> <p><i>Type Design II</i> – Advanced studio exploring type and composition through book narrative and design.</p> <p><i>Senior Thesis Seminars</i> – Advised senior research projects consisting of print and interaction design.</p> <p><i>Professional Practice</i> – Introduction to design project management, process, and print production.</p> <p><i>Design Procedures</i> – Introduction to industry standard production methods for print-based design.</p>
UNIVERSITY INITIATIVES	<p>University-wide Interdisciplinary Entrepreneurship Clinic, Bring Your Own Ideas (funded by Provost Office)</p> <p>The Role of Arts Practice in the Research Institution, Bring Your Own Ideas (funded by Provost Office)</p> <p>Technology at the Intersection, Sam Fox School (funded by the Dean's Office)</p> <p>Interaction Design Initiative, College of Art (funded by Dean's Office)</p> <p>Visual Communications Research Studio, College of Art (funded by Kaufmann Foundation and Dean's Office)</p>
UNIVERSITY SERVICE	<p>Design for America, student group, Project critic</p> <p>Annika Rodriguez Scholars Program, Admissions, Interviewer</p> <p>Danforth Research Administrator's Council, Office of the Vice Chancellor for Research</p> <p>IT Council (Chair), CIO Office</p> <p>Online Education Working Group, Provost's Office</p> <p>Visiting Lecture Committee, Sam Fox School</p> <p>Policy Committee, College of Art</p> <p>Diversity & Inclusion Committee, College of Art</p> <p>Washington University Collaboration of Resources in Entrepreneurship (WU CORE) Initiative</p> <p>Curriculum Committee, Skandalaris Center for Entrepreneurship</p>
AWARDS	<p>Sam Fox School, Outstanding Staff Award, 2016</p> <p>American Graphic Design Award, 2002, 2003, 2004, 2005</p> <p>Rousseau Memorial Award for Excellence in Typography, 1995</p>

VOLUNTEER WORK**IxD Conference Paper Reviewer 2018**

Reviewed proposals for the 2018 IxD conference, evaluating ideas and relevance to conference theme.

Advisory Board Member, AIGA in St. Louis 03/2017 to present

Support the chapter on various initiatives to advance the membership, partnerships, attendance, and overall engagement with the organization.

President of the Board, AIGA in St. Louis 01/2011 to 01/2014

AIGA St. Louis is a chapter of the AIGA, the professional association for design, which "is committed to advancing design as a professional craft, strategic tool, and vital cultural force." In my capacity as President of the St. Louis Chapter, an all-volunteer professional organization, I oversaw the operations and management of the board as we implemented annual strategies and programming for our members and the public. Activities included: attending the annual leadership conference; facilitating local awards programming; overseeing finances; recruiting leadership; and managing Design Week, Student Conferences, Design for a Cause, annual meeting, and gala events.

Education Chair, AIGA in St. Louis 01/2007 to 01/2011

Ran the Student Conference, which included identifying national speakers, retaining local students to design collateral, securing a venue, recruiting professional reviewers, and general team building to launch the conference.

AFFILIATIONS

AIGA, the professional association for design 1995 to present

Service Design Network (SDN) 2016 to present

Society of Environmental Graphic Design (SGED) 1997 to 2003

Interaction Design Association (IXDA)

SELECT PROJECTS

Alvin Ailey American Dance Theater: Building signage program

Association for a Better New York: Website

Auroma, LLC: Exhibit and print collateral

Bridgeport Landing: Identity

Brown Brothers Harriman: Exhibit and interactive website

BJC HealthCare: Human centered design consulting and print

Center for Architecture: Identity

Colibrium: UX Research

Columbia University: Print collateral

Citigroup e-Citi: Signage system

Elsevier: Book covers

Empire Blue Cross Blue Shield: Signage system

Federal Reserve Bank of St. Louis: Human centered design workshop

Fidelity Investments: Website and collateral

GE Capital: Signage system

Grand Central Partnership: Website

IBM Headquarters: Signage system and exhibition

IIDA New York: Print collateral

KWS: Change Management Strategy

Maritz: Human centered design workshop

Milbank, Tweed, Hadley & McCloy: Signage system

Monsanto: Human centered design workshops

MySci Science Outreach Program: Exhibition

New York City Department of Environmental Protection: Signage system

New York City Housing Authority: Signage system

Reuters America, Inc: Signage system

Saint Boniface Church: Identity

Stargazer Foundation: Identity, signage and website

Silverstein Properties: Signage system

Swanke Hayden Connell Architects: Print collateral

The Brooklyn Hospital: Signage system

The Port Authority of New York and New Jersey: Signage system