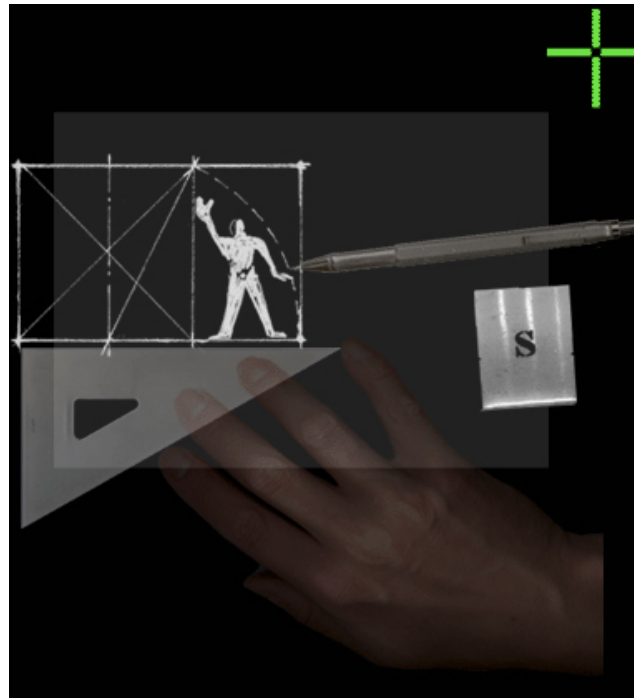


DOUGLAS G. LOOK



Douglas G. Look

440 N. Wabash Avenue #811

Chicago, IL 60611

607.351.2067

Douglas.look@looksys.com

www.looksys.com



ARCHITECTURE

AUTODESK, INC.

INSTITUTE OF DESIGN, IIT

	User-Centered Design	Business Strategy	Technology Strategy
Products	Gravity Tank		
Services	Dublin IDEO	McKinsey	Accenture
Communication, Brand, Graphics	RIGA	JDK	
Interface Design	Cooper Consulting	Adaptive Path	
Software Design	Pragmatic Innovations		

Opportunity Map—Business Frameworks

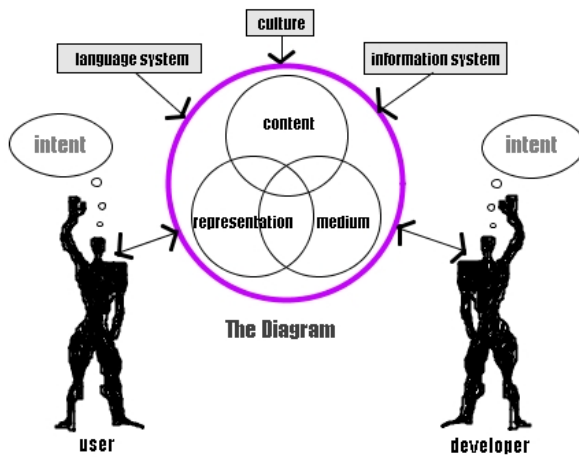
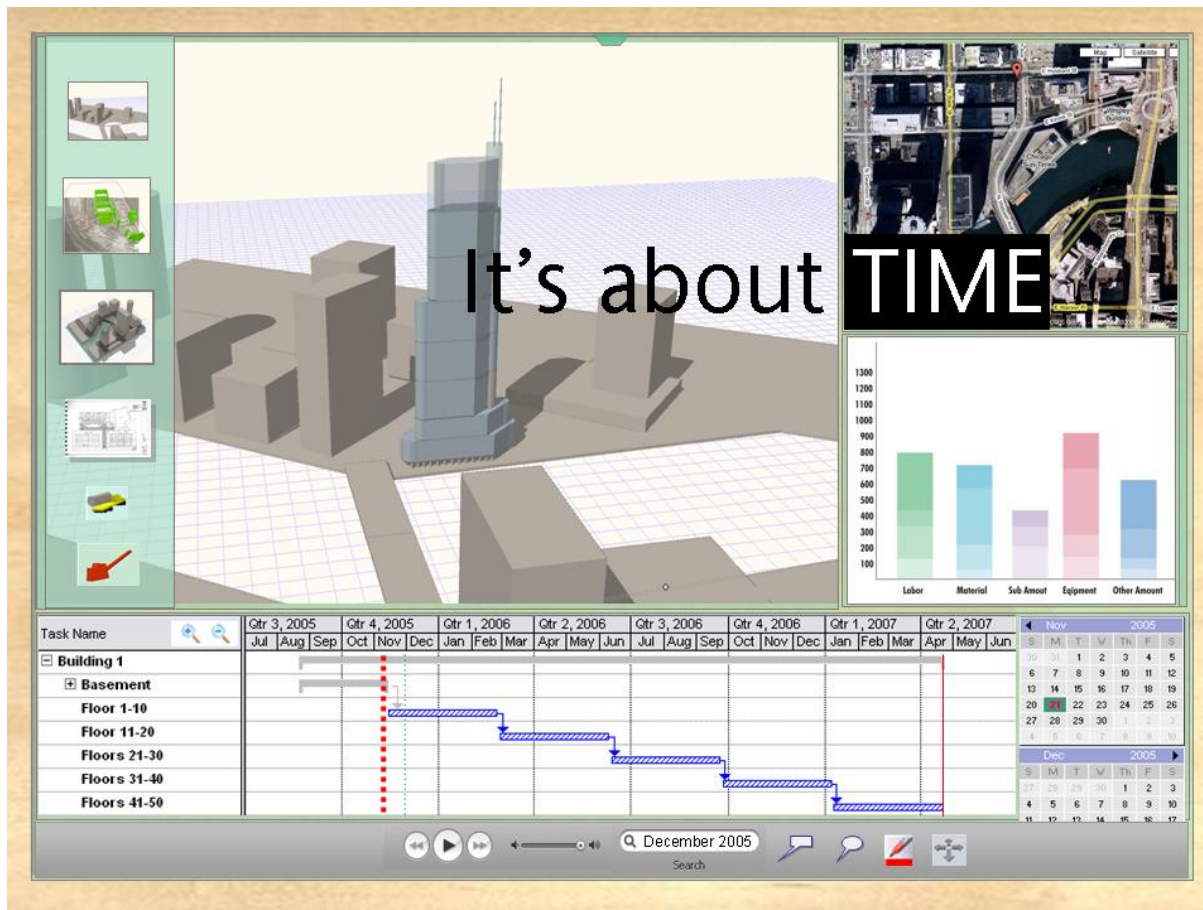


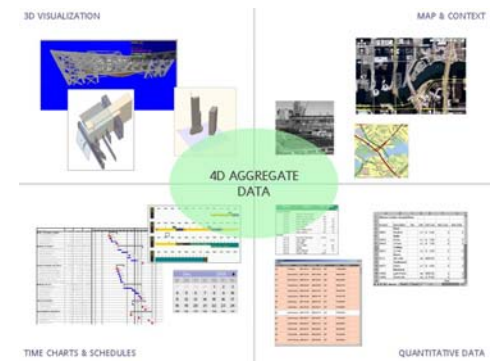
Diagram of The Diagram—Visualization Workshop



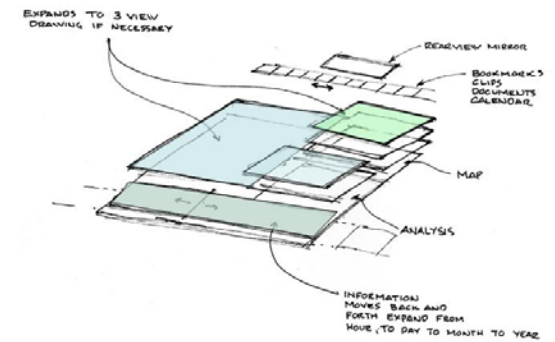
Ethnographic Observations: Millenium Park



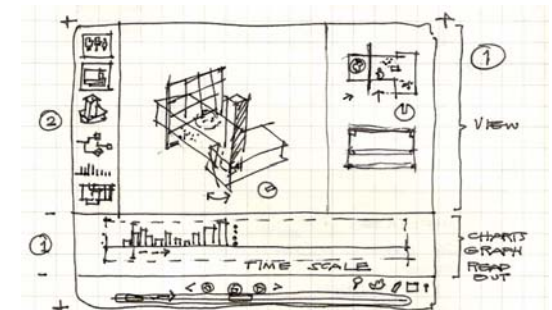
Project Management Visualization System Prototype With Interactive 2D, 3D, and 4D Models



4D Aggregate Data Diagram



Information Architecture



innovate

Generate your own innovation strategy

Generate

Generative Morphological Matrix

Generative matrix	Activities	Environments	Interactions	Objects	Users
Foster a culture of innovation	Recruit moderators	Provide brochures in lobby			

innovate

Analyze your company's strategy against McKinsey 7S's

Analyze

McKinsey's Seven S's Analysis of Strategies

	Style	Superordinate Goals	Strategy	Skills	Structure	Systems
Emphasis on Style, Superordinate Goals, Strategy, Skills, and Staff	1	3	3	2	1	1
Serve unmet needs	0	0	0	0	0	0
Challenge the status quo	0	0	0	0	0	0
Improve customer environment	0	0	0	0	0	0
Leverage distinctive design	0	0	0	0	0	0
Take risks	0	0	0	0	0	0
Focus on innovation	0	0	0	0	0	0
Be empathetic to users	0	0	0	0	0	0
Improve customer experience	0	0	0	0	0	0
Go for the home run	0	0	0	0	0	0
Balance Style, Superordinate Goals, Staff & Skill	2	2	2	3	1	1
Hire the right people	0	0	0	0	0	0
Use an interdisciplinary approach	0	0	0	0	0	0
Encourage teamwork	0	0	0	0	0	0
Balance aesthetics and function	0	0	0	0	0	0
Have the right attitude	0	0	0	0	0	0
Encourage diversity	0	0	0	0	0	0
Emphasis on Style, Superordinate Goals, Staff, and Structure	3	3	1	1	3	2
Foster a supportive environment	0	0	0	0	0	0
Focus on culture	0	0	0	0	0	0
Develop innovation processes	2	3	2	1	1	1
Score your company and strategy	2	3	3	1	2	3

Browse Analyze Generate

Innovation Insight Tool—View, Analyze, Generate Innovation Strategies



Portable, Insulated Storage Unit – Strategic Design Research

Play Lists **books** **Video**

How can sleep habits affect learning?

Physician—UK—Multiple Sclerosis

Teachers—California research

Teachers—mathematics teaching

GooglePlex

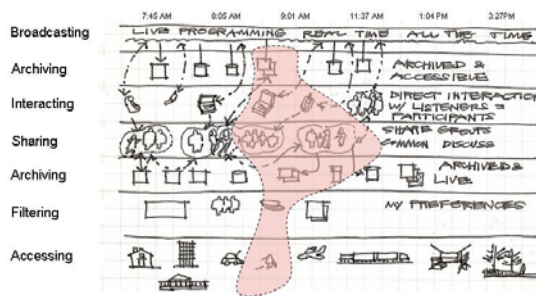
mathematics teaching methods middle school

Person: Middle School Teacher

Context: United States

Text, Image, Audio

GooglePlex Platform Prototype



Future of Media Analysis Diagram



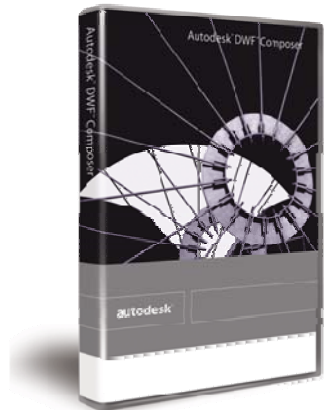
Generic Strategies

ANALYSIS

SYNTHESIS

BUSINESS MODELS

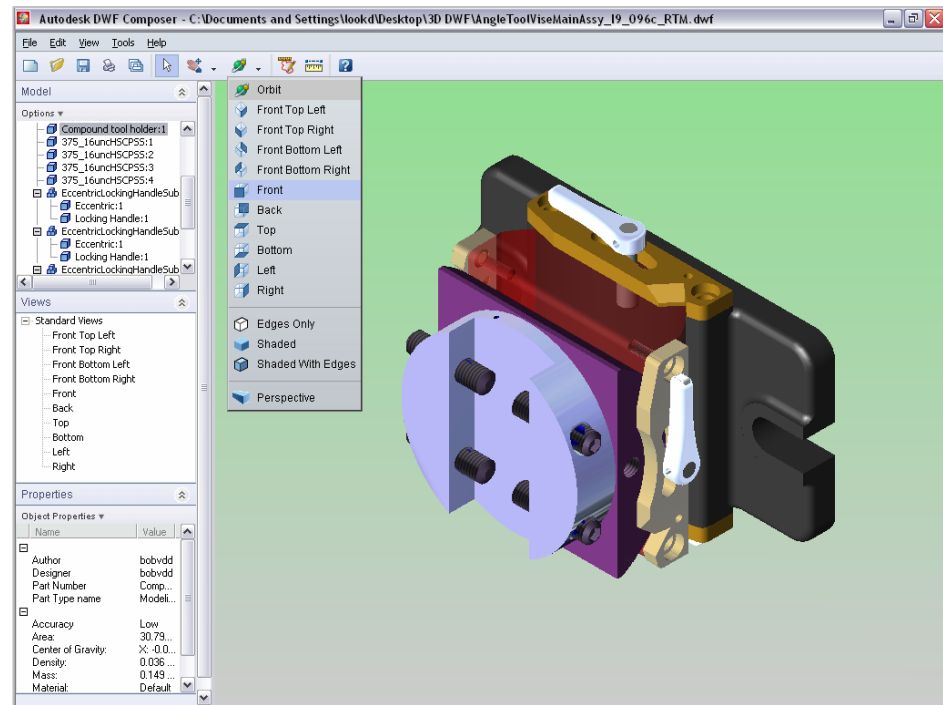
2006



Autodesk DWF Composer CD case



Autodesk DWF Composer awards:
Codies Finalist, Buildings Magazine



Viewing 3D model in Autodesk DWF Composer



Customers attending Autodesk University DWF Session—Las Vegas



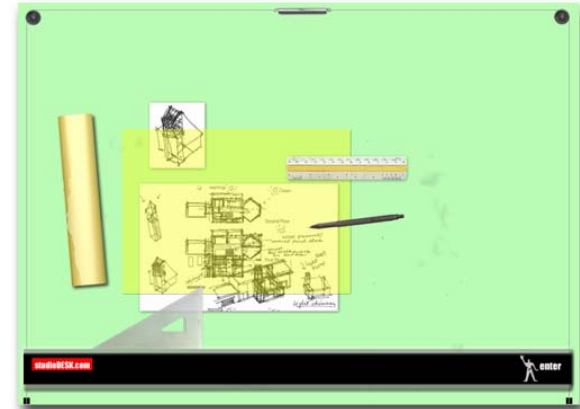
Customer Advocate Award 2003



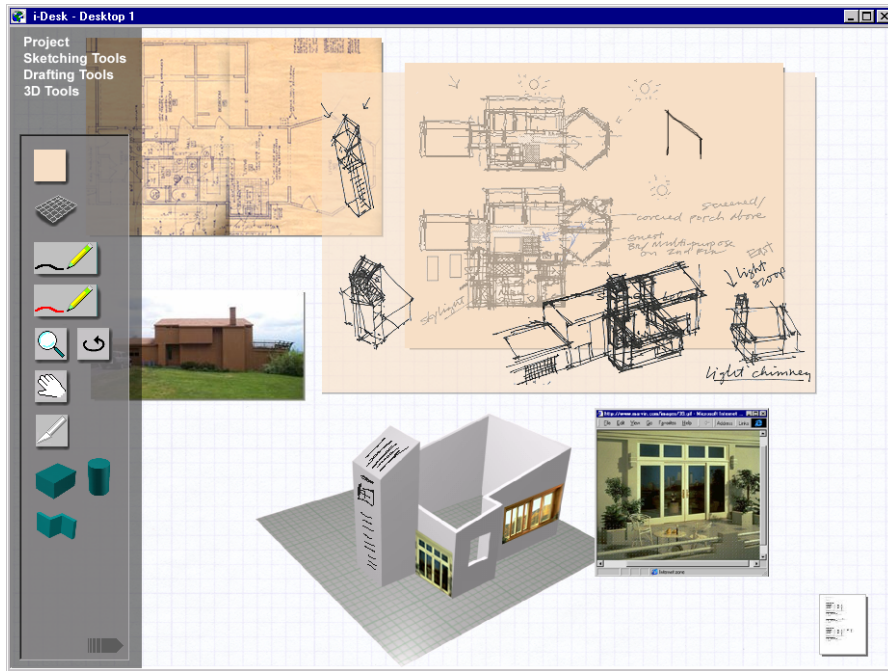
Sr. Product Manager in a box



Pilot Collaboration Project with Cornell University and KPF Architects, New York.



Conceptual prototype

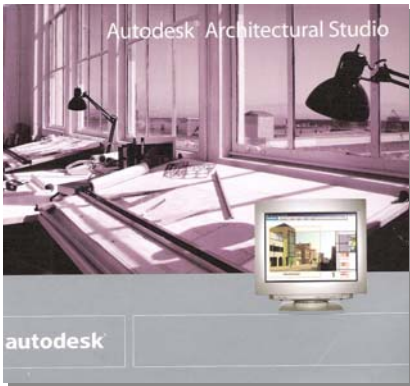


studioDESK early prototype of typical workspace with multi-media components



Harvard University Graduate School of Design Pilot Program using Autodesk Architectural Studio as collaboration platform.

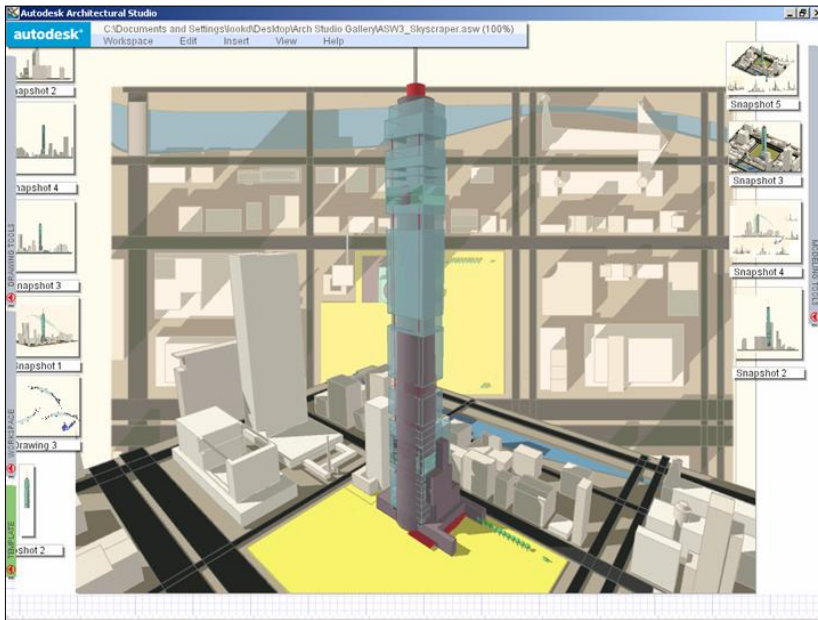
Introducing StudioDesk: A future Technology. This new environment enables designers to create, aggregate, manage, and communicate digital information from sketches and photographs to views of CAD drawings. Simulating the typical design professional's workspace, StudioDesk offers a new kind of user experience—an intuitive desktop environment that works with a simple yet powerful set of direct manipulation tools, such as pens, markers, and cutting blades. The StudioDesk environment integrates rich media, including animations, 3D modeling, 2D drafting, and freehand sketching.—Autodesk, 2000



Technology in Architectural Practice Presentation, San Diego



AIA Main stage presentation



Carey Demas, AIA—customer sample workspace



Michael Graves, AIA Gold Medal Award Winner
AIA National Convention, Denver

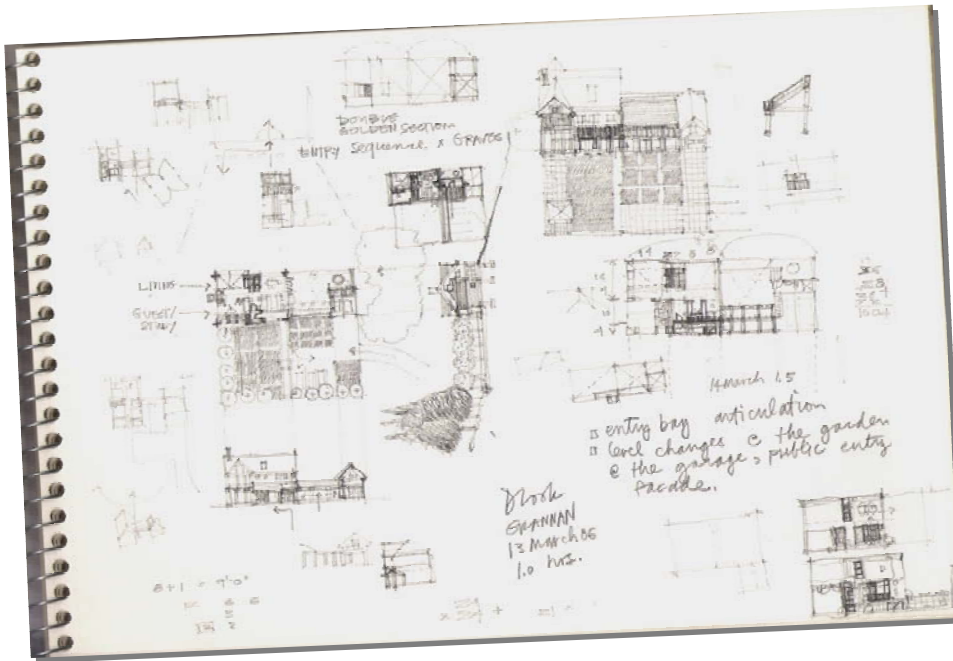
Architectural Record Products of the Year

AEC Systems CADENCE Show Stopper Award 2001

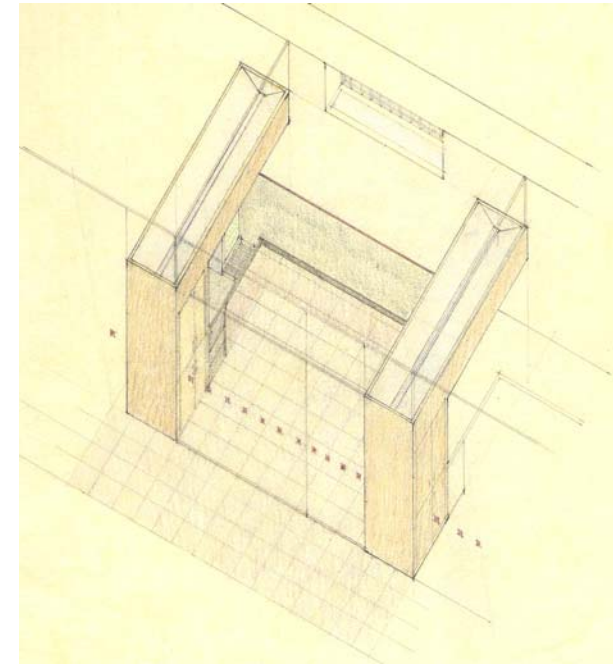
2001

Autodesk Architectural Studio Launch 2001

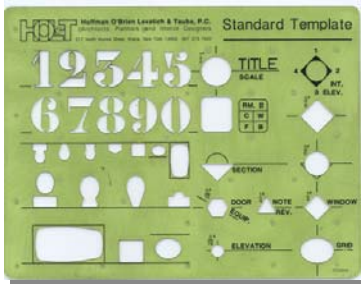
The Digital Design Studio: Autodesk Architectural Studio is the design communication tool for sketching, modeling, presenting, and collaborating in a single digital environment. You can quickly explore design options with intuitive, direct-manipulation sketching and modeling tools. And you can efficiently communicate and present your ideas in real time by sharing your workspace with colleagues over your firm's intranet.—Autodesk, 2001



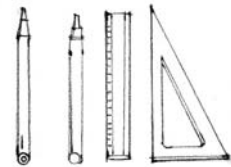
Sketchbook ideas—graphite on paper



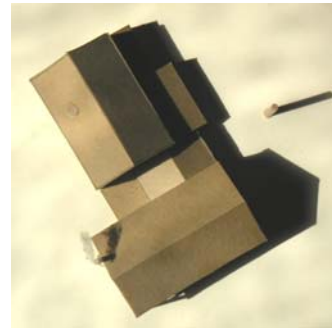
3D Eye Workspace Design—colored pencil on canary trace



HOLT Standard Drawing Template



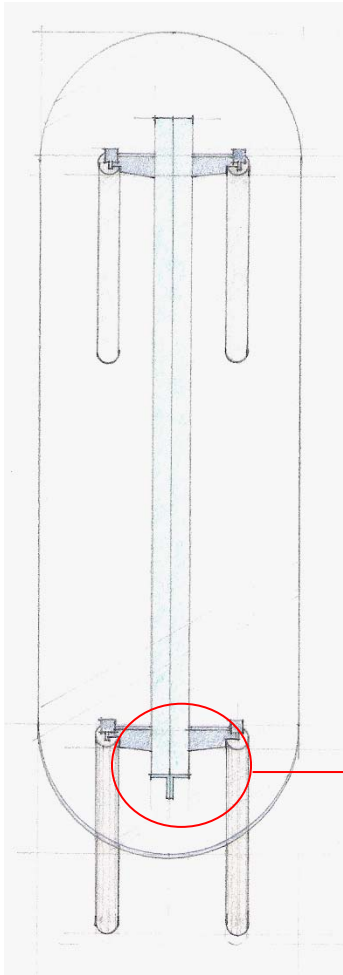
Traditional hand tools



Housing Study—chipboard

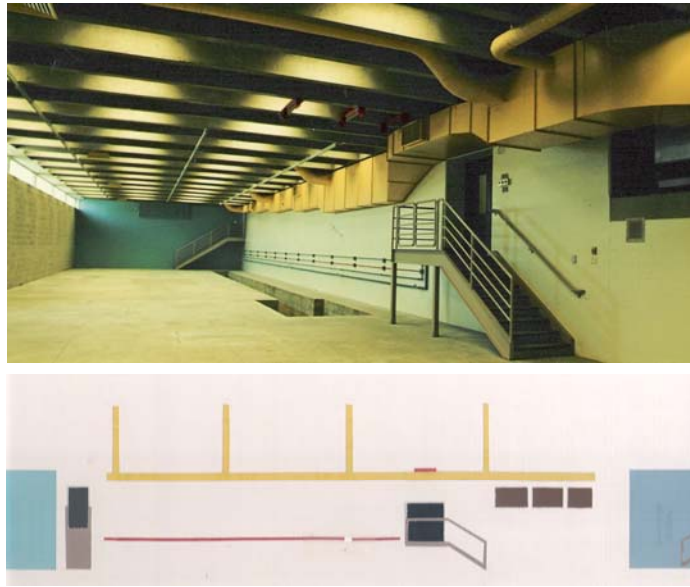


Urban Design Study—foam on chipboard



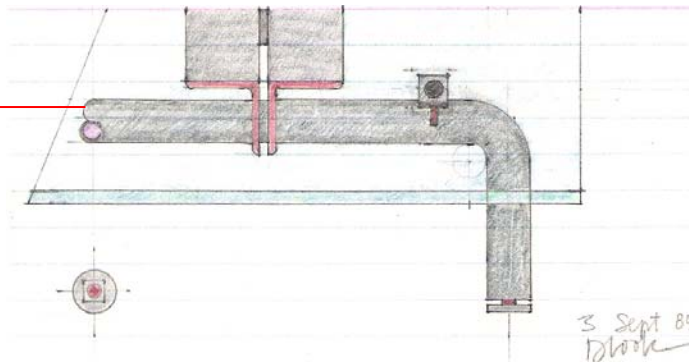
NOVARR Custom Table—glass and steel

FURNITURE DESIGN



Cornell Hydraulics Laboratory—collage and completed project

COLLAGE



Alex Haley Community Pool House Studies

TRANSFORMATION

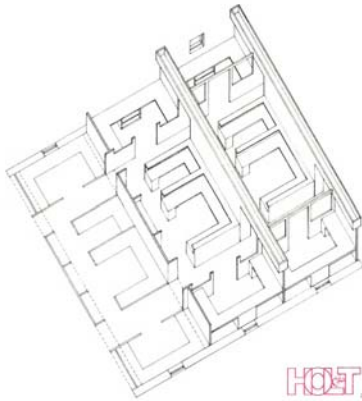
Influences: Peter Levatic, Jim Cheng, Richard Diebenkorn, Henri Matisse, John Hartell



"What is impressive is the accumulation of thousands of intelligent design choices."—Ithaca College Quarterly, September 1989

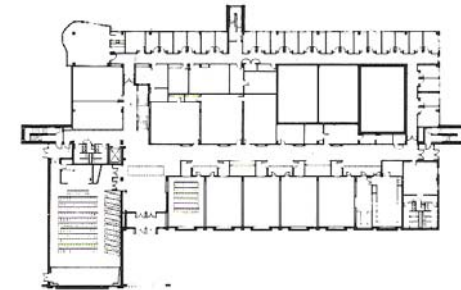


Roy H. Park School of Communications, Ithaca College



HOLT Hoffman O'Brien Levalich & Taube, P.C.
Architects, Planners and Interior Designers
217 North Aurora Street, Ithaca, New York 14850 607 273 7600

HOLT Architects New Office, 1985



Influences: LeCorbusier, Alvar Aalto, Fumiko Maki, Carlo Scarpa

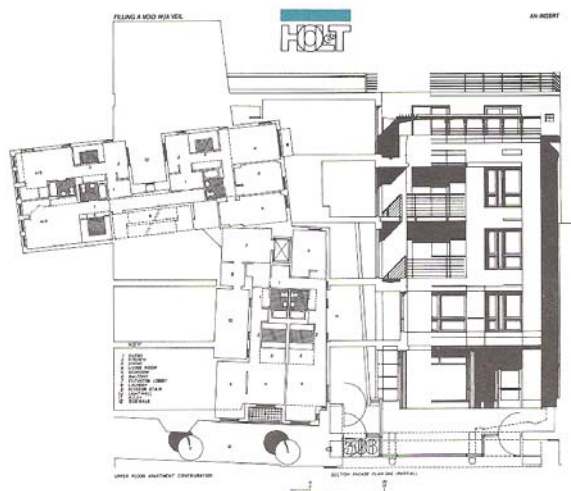
AXONOMETRIC

ELEVATION

PLAN



College Circle Apartments, Ithaca College



New York State AIA Design Award—Roy H. Park Building



HOLT Architects Design Awards

"Doug greatly contributed to raising the design consciousness of the firm," says colleague David Taube, HOLT president. "His impact is evident throughout the region, notably in his work on Cayuga Medical Center's Convenient Care Center and Surgicare, on the Roy. H. Park School of Communications at Ithaca College, and in a substantial body of work for

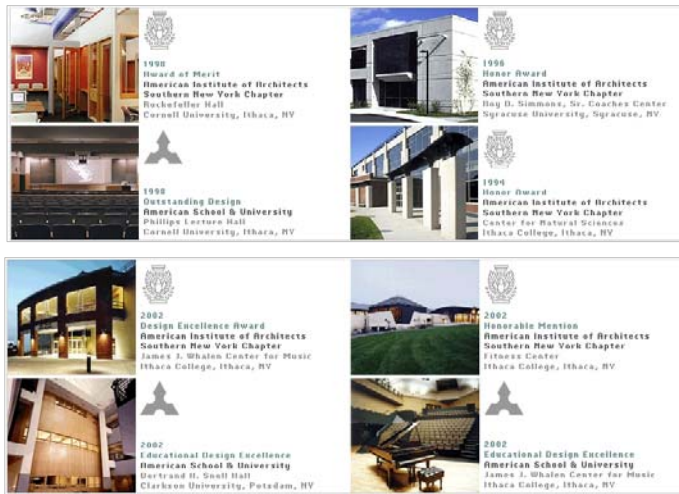
Syracuse University. Doug also participated in the design of the Student Agencies building in Collegetown and the Roy H. Park Building in downtown Ithaca, both of which won American Institute of Architects New York State design awards."--*HOLT News 1999*



Corning Incorporated Offices, Corning, NY



Roy Simmons Coaching Center, Syracuse University



HOLT Architects Design Awards



James J. Whalen Center for Music, Ithaca College



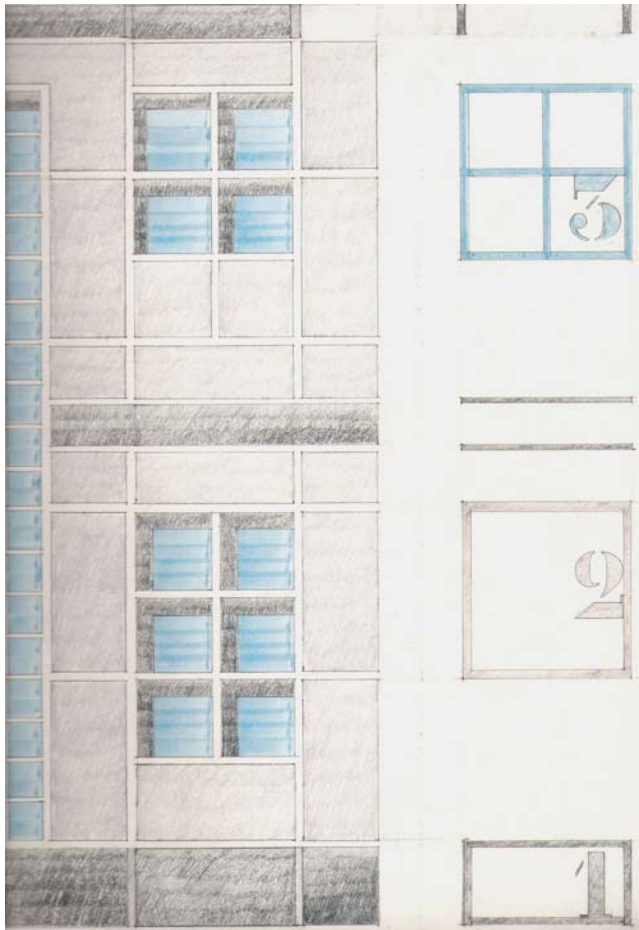
Influences: Virginia Denton, John Koga, Anton Christiansen, Tom Salm

1999

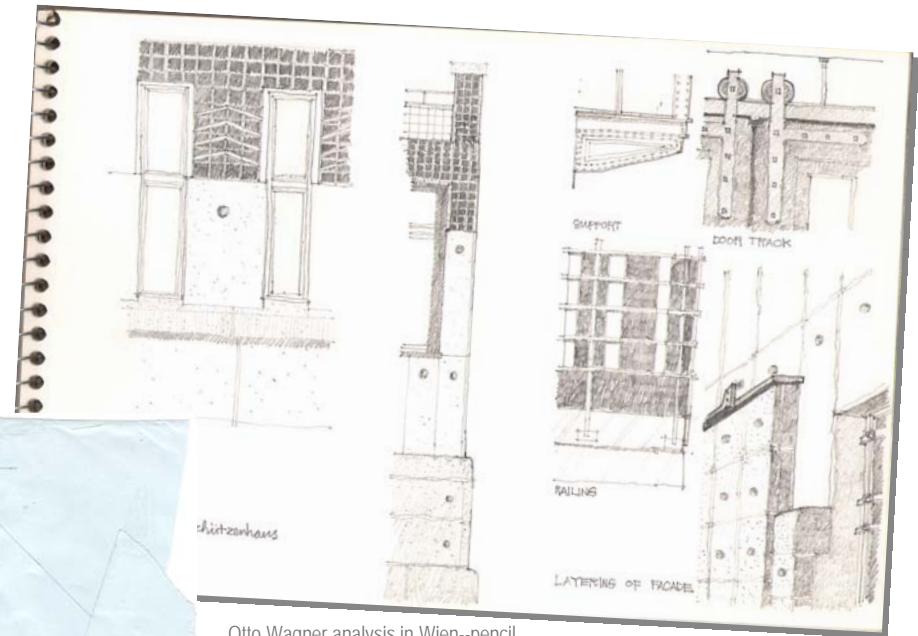
AIA DESIGN AWARDS

MATERIAL & TEXTURE

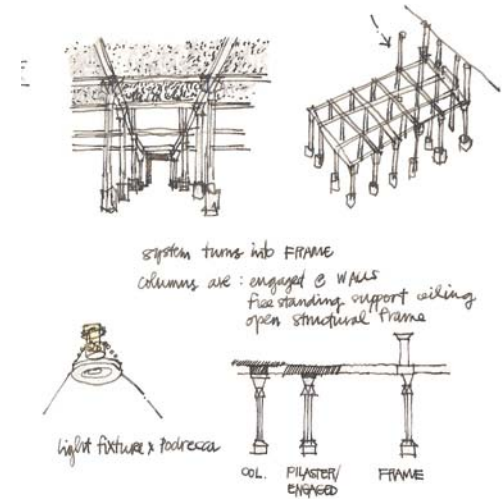
FORM + FUNCTION



Museum Façade Study—colored pencil

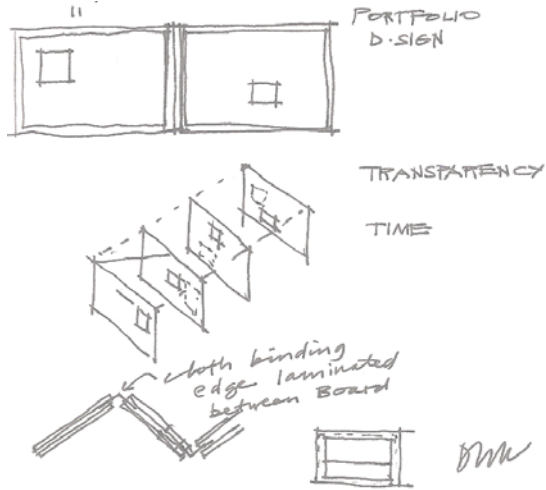


Otto Wagner analysis in Wien—pencil



Light fixture analysis--pencil

LIVE + LISTEN + LEARN



ID Portfolio Design Sketches--2005



Napkin Sketch Portrait--Chay Lew, 2002

Autodesk

"Doug Look has done a stellar job at validating demand for and building the voice of the customer into Twister, our next-generation DWF viewing product. Not only has he personally met with numerous clients and prospects to gauge their needs and validate our direction, but he has also invited others from the team to attend and learn from our customers. His customer validation work has been exemplary and set a new standard."—Autodesk Collaboration Services Customer Advocate Award, 2003.



Virtual PDA Design--2000

Doug and Eric Look, Monterey, CA

INDIVIDUAL

FATHER - SON

PROFESSIONAL