

# Douglas G. Look

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## CAREER OBJECTIVES & SUMMARY

Seek opportunity to synthesize experience with user-centered design methods, business strategy, technology development, and environmental design in an innovation planning position. Contribute a multi-disciplinary background with outstanding analytical, communication, and team leadership skills.

## INSTITUTE OF DESIGN, ILLINOIS INSTITUTE OF TECHNOLOGY 2005-2006

*Master of Design Methods Candidate*, May 2006, Institute of Design, Illinois Institute of Technology

- Researched and developed user insight data for Proctor & Gamble as part of joint workshop project with Institute of Design, Stanford University and University of Toronto. Team project with Prof. Patrick Whitney and Prof. Vijay Kumar.
- Developed Innovation Insight Tool, a framework for analyzing, comparing, and developing innovation strategies, team project with Prof. Vijay Kumar.
- Conceived GooglePlex—a proposed technology platform for searching Internet data by filtering user experiences and context, team project with Prof. Larry Keeley. Presented concept to WBEZ Chicago Public Radio board members, including Ira Glass.
- Created concept for viewing construction data as information dashboard linked together by time, with Prof. Vijay Kumar.
- Designed cultural probe and remote interview process as part of user-centered design research of health and fitness attitudes and motivations, with Prof. Judith Gregory and Prof. Gitte Jonsdatter.
- Coursework highlights: Strategic Design Research; Design Planning; Observing Users; Social Human Factors; Physical Human Factors; Cognitive Human Factors; Business Frameworks; New Product Definition; Communications Visualization Workshop; Design Planning Implementation; Design Analysis.

## PROFESSIONAL EXPERIENCE

Autodesk, Inc., Ithaca, New York

*Senior Product Manager*, 2003 to 2005, *Design Strategist*, 1999-2002

- Strategized, designed, and evangelized CAD software applications from product definition through global launch on two brand new products to expand into new customer markets for 5<sup>th</sup> largest PC software company worldwide.
- Contributed core ideas for Architectural Studio, a conceptual sketching and 3D modeling application recognized as an innovative product with CADENCE Show Stopper Award and Architectural Record Products of the Year.
- Led customer research and product validation efforts with customers worldwide for user-centered design requirements for new design collaboration and viewing applications.
- Facilitated marketing, sales, operations, and engineering teams for successful on-time releases.
- Developed sales, training, pricing, and go-to-market strategies for DWF Composer product to achieve 158% of FY05 goal.
- Managed team for web site design, client support, and design content for studioDESK.com
- Product Management Awards: Autodesk Collaboration Services Marketing Award 2004; Autodesk Collaboration Services Customer Advocate Award 2003; Autodesk Patent Award Recipient 2001.

Hoffman O'Brien Look & Taube, P.C, Architects, Planners, Interior Designers, Ithaca, NY

*Design Principal*, 1989 to 1999; *Associate Architect*, 1986-1989; *Architectural Designer*, 1982-1986

- Directed firm-wide design efforts for 30-person architectural firm which led to numerous local and state design awards.
- Designed and implemented marketing and corporate identity program to revitalize image and branding of the company.

- Partner-in-charge of clients and project teams for academic, health care, commercial, and multi-family residential projects ranging from \$500,000 to \$20,000,000 budgets.
- Implemented conceptual design and design review processes to improve quality of design throughout the firm to achieve repeatable high-quality results.
- Managed employee hiring and training to build a consistent, strong, corporate culture around creativity and professionalism.
- Professional Design Awards: Design Excellence Award 2002 Southern NY Chapter AIA; Honor Award 1999 Southern NY Chapter AIA; Excellence in Design Award 1990, New York State AIA.

#### EDUCATION

- Master of Design Methods Candidate, 2006, Institute of Design, Illinois Institute of Technology
- Continued Education: Cooper University Practicum; Pragmatic Product Management; Effective Communication; Design Build, Harvard Graduate School of Design Executive Education Program.
- Bachelor of Architecture, 1982, Cornell University, Dean's List
- Bachelor of Arts, 1978, University of California at Berkeley, Dean's List, Graduated With Honors

#### TEACHING EXPERIENCE

- Developed cultural probe teaching module for Observing Users class, Institute of Design, Prof. Judith Gregory, 2006.
- Co-taught Cornell Architecture 3<sup>rd</sup> Year Digital Design Studio, Fall Semester 2000 with Prof. Moreno Piccolotto and Prof. Donald Greenberg.
- Served as Design Critic at Harvard University Graduate School of Design, Design in Paradise Graduate Studio, with Dr. Janine Clifford, Fall 2002 and Fall 2004—collaborated closely with city and state officials in Honolulu, Hawaii.

#### RECENT SPEAKING ENGAGEMENTS

- Introduced guest presenters at 2005 About With & For Conference, Navy Pier, Chicago.
- Presented "The Power of the Mundane", Conference on Building Information Modeling
- Taught workshops at Autodesk University, 2003, 2004
- Autodesk One Team Conference Presenter, 2001, 2002, 2003, 2004, 2005
- Autodesk Main Stage presentations at AIA National Convention, 2000, 2001, 2002, 2003
- Presented "Drawing on Tradition" at Cornell University Digital Design Workshop, 2000
- Presented "studioDESK, a Future Technology" at Design Futures Council, Vail, Colorado, 1999

#### PROFESSIONAL LICENSING

- Registered Architect, State of New York

#### RECENTLY READ & VIEWED FAVORITES

- Winning Decisions, Russo and Schoemaker
- The Soul of a New Machine, Tracy Kidder
- The Fog of War - Eleven Lessons from the Life of Robert S. McNamara
- On Intelligence, Jeff Hawkins
- Pattern Recognition, William Gibson
- The Social Life of Information, John Seely Brown & Paul Duguid

#### INSPIRATION

*"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma—which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary. Stay Hungry. Stay Foolish..."*  
Steve Jobs' Commencement Address at Stanford University, June 2005

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### Research & Analysis Experience

At Autodesk, Inc., I worked for six years as a Senior Product Manager and Design Strategist where I led efforts to research, develop, manage, and market two brand new Computer Aided Design software applications. Our primary research combined rapid software prototyping with visits to major architectural, engineering, construction, and owner sites in the U.S., Europe, and Asia to discover customer needs and requirements before the core development process started. I planned, implemented, and managed pilot research programs that included over twenty major firms, including Skidmore Owings & Merrill, HOK International, and Frank O. Gehry & Associates, resulting in a broad based understanding of the leaders in the industry. In addition, I managed relationships with Harvard University, Cornell University, and Western Michigan University to gather data on the use of our product as a collaboration platform in academic settings. I traveled to China to work with leading technical universities in Beijing to develop academic research partnerships around Building Information Modeling systems.

I have experience with quantitative research as well, including developing and analyzing projections of potential sales and seat adoption by customers over time, evaluating marketing and branding positioning through customer surveys, and also determining pricing sensitivities based on customer survey evaluations of value associated with feature sets. At Autodesk, we accomplished user-centered research with a multi-disciplinary team that included product management, product design, product marketing, and business development partners.

Prior to Autodesk, as a practicing architect for over 17 years, I completed research for project programming ranging from surgical suites in health care to television studios in specialized academic environments. This research enabled us to understand our clients, how they worked, and what kind of facilities would meet their needs. This same skill set is necessary to identify innovation opportunities whether you're working in the building industry or in the technology sector.

Since last August, I've concentrated on expanding my knowledge of user-centered research, analysis, and strategy at the Institute of Design. I participated with Prof. Patrick Whitney and Prof. Vijay Kumar in a project with Proctor & Gamble, Stanford University, and the University of Toronto to develop innovation processes and software tools that are rigorous, repeatable, and deployable across large corporations. We used disposable camera studies and structured interviews with Chicago families to understand customer attitudes and preferences related to entertainment planning. I also completed a study where I used cultural probes to understand user attitudes toward health and fitness for GNC, an ethnographic study that concentrated on social interactions of a design consultancy team working on product innovation, and a study of the video game industry that deployed a number of design analysis tools and methods.

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Master of Design Methods Candidate, May 2006

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