

PATRICK WHITNEY

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GENERAL OVERVIEW

Patrick Whitney is Distinguished Senior Fellow in the School of Public Health in Brown University. In addition to teaching students from across Brown, he conducts research in ways that design can help the well-being of people and organizations.

Prior to joining Brown, he was Professor in Residence at the Harvard T.H. Chan School of Public Health.. Prior to this, Professor Whitney led the Institute of Design, Illinois Institute of Technology (ID-IIT) for 30 years, stepping down as dean in 2016. At ID-IIT he was awarded the positions of Distinguished Professor and the Steelcase/Robert C. Pew Endowed Chair.

During this time, his work has focused on two goals that are mutually supportive. The first was to add depth and structure to the body of knowledge of the field of design. Design can help solve some of our most difficult problems by using powerful ways of working that would be more acceptable if their logic and indicators of success were clearer. The second goal was to demonstrate to companies, government agencies and civil society organizations, the importance of understanding human behavior in solving many of the big challenges, even if that understanding cannot be measured as easily as other factors.

Whitney led faculty in developing the first PhD program in design in the USA. At the same time, he led the reformation of the master's programs from a traditional focus on visual communication and product design to the first programs in the world focused on the emerging specialties of *human-centered design* and *strategic design*.

While at Harvard, Professor Whitney has concentrated on the relationship between design and well-being. This work was supported by the Bill & Melinda Gates Foundation for a 12-month project to pilot ways structured design methods can amplify the work of government agencies and NGOs intended to improve health, happiness and prosperity of villages impoverished rural areas of India. Separately has received support from USAID to investigate why TB patients in India drop out of successful treatment. In the USA Government agencies are interested our

other work and that is concerned with treating nature as a social asset instead of a commodity and increasing the use of national parks by people of color.

He was the principal investigator of several research projects at the Institute of Design, including Global Companies in Local Markets, Design for the Base of the Pyramid, and Schools in the Digital Age. His work has received support from the John D. and Catherine T. MacArthur Foundation, the Joyce Foundation, the National Endowment for the Arts, Steelcase Foundation and numerous corporations.

Whitney has conducted workshops and lectures throughout the world for hundreds of organizations and thousands of executives, academics, and the public about ways of making technological innovations more humane, the link between design and business strategy, and methods of designing interactive communications and products. His writing is generally about new frameworks of design that respond to three transformations: linking insights about user experience to business strategy, the shift from mass-production to flexible production, and the shift from national markets to markets that are both global and “markets of one”.

Whitney has been on the jury of many award programs, including the U.S. Presidential Design Awards. He was a member of the White House Council on Design. In 1978 he was program chairman for the first US conference of the International Council of Graphic Design Associations (ICOGRADA). The program focused exclusively on methods of design evaluation from the user’s perspective and was an early milestone in the specialization eventually known as *human-centered design*. He has been on several academic advisory boards in the U.S. and abroad and was a trustee of the Global Heritage Fund which supports the restoration of world heritage sites in the developing world.

Whitney advises companies about adopting methods that help align company strategy with customer experience. He conducts executive workshops for organizations that have included Aetna, BP, Lenovo, McDonald’s, and Procter & Gamble, as well as governments in Denmark, Hong Kong, India, Japan, and the UK.

He was awarded the Lifetime Achievement Award from the Hong Kong Design Centre for bringing human-centered design and strategic design to Asia. *Businessweek* has featured Whitney as a “design visionary” for bringing together design and business, *Forbes* named him as one of six members of the “E-Gang” for his work in human centered design, and *Fast*

Company identified him as a “master of design” for his leadership in the design field linking the creation of value for users and economic value for companies. In 2024 he was awarded an honorary doctorate from the Transdisciplinary University in Bangalore.

He is invited to speak at fields outside of design, including the 2008 TED conference in Monterey, China Daily's CEO Summits, executive briefings to the Confederation of Indian Industries, the Delhi Sustainable Development Summit, and the 50th anniversary of the Aspen Institute. In 2022 and 2023 he conducted a series of two-day advising sessions with the Secretaries of the Ministries Agriculture, Rural Development, Economic Development and Health. Each Secretary was accompanied by 20 senior staff. The goal is to develop programs that build competencies in design and innovation for millions of government officials in the government of India.

SUMMARY OF EMPLOYMENT

Current: KDistinguished Senior Fellow, Brown University School of Public Health
2017 - 2023 Professor in Residence, Harvard T.H. Chan School of Public Health
2008 - 2016 Dean Institute of Design, IIT and Steelcase/Robert C Pew Professor
1989 - 2008 Director and Professor, Institute of Design, IIT 1989 – 2008
1987 - 1989 Chairman and Associate Professor, Institute of Design, IIT
1984 - 1987 Head of Communication Design and Associate Professor, Institute of Design, IIT
1979 - 1984 Chair, Design Division Associate Professor, Minneapolis College of Art & Design
1976 - 1979 RVI Corp. – consultant in communication planning & design, Chicago
1976 - 1979 Executive Director of Design Foundation, Chicago

EDUCATION

Cranbrook Academy of Art, Bloomfield Hills, Michigan, Master of Fine Arts in Design 1974-1976
University of Alberta, Edmonton, Canada, Bachelor of Fine Arts in
Visual Communication Design (with distinction - first in class) 1970- 1974

CHAPTERS CONTRIBUTED TO BOOKS (selected)

“Reframing Design for the Base of the Pyramid,” in *Next Generation Business Strategies for the Base of the Pyramid: New Approaches for Building Mutual Value*, eds. Stuart L. Hart and Ted London (January 2010).

“Learning in the Creative Economy” in *Education in the Creative Economy*, eds Daniel Araya and Michael A. Peters, (New York, Pearson, 2010) 447-467.

“Information, Computers and Design,” in *Design in the Information Environment: How Computing is Changing the Problems, Processes and Theories of Design*, eds Patrick Whitney and Cheryl Kent (New York, Knopf, 1985).

AUTHOR AND EDITOR (selected)

Problem Solving in the Man-Made Environment, (Cranbrook Academy of Art Press, 1975).

Co-authored a series of information posters that functioned as a “textbook on walls” and a book of sixty lesson plans for teachers to help junior high students learn about the human-made world. This project was led by Cranbrook faculty member Michael McCoy and sponsored by the National Endowment for the Arts at Cranbrook Academy of Art. It was implemented in Michigan middle schools.

Design in the Information Environment: How Computing is Changing the Problems, Processes

and *Theories of Design*, eds Patrick Whitney and Cheryl Kent (New York, Knopf 1995),

PAPERS AND ARTICLES (selected. *denotes peer reviewed)

“Algorithms of Behavior and the Behavior of Algorithms: A Conversation between Ashish Jha and Patrick Whitney” *She Ji: The Journal of Design, Economics and Innovation* Mo Sook Park, L Pahn-Lai, Reena Shukla, Andre Nogueira, Patrick Whitney pp 436 -453 Volume 8, Issue 4 (Winter 2022)

* “Cutting Cubes Out of Fog: The Whole View of Design” *She Ji: The Journal of Design, Economics, and Innovation* Patrick Whitney, André Nogueira pp129-156 Volume 6, Issue 2. 119 - 274 (Summer 2020)

* “Design and the Economy of Choice,” *She Ji: The Journal of Design, Economics, and Innovation* Patrick Whitney Volume 1, Issue 1, 158–80, (Fall 2015).

* “Human Centered Design,” *Journal of Business Strategy*, Vol. 28, no 4 (2007).

“China Needs Design That Sells,” *Business Week Online*, April 25, 2006.

“Mind Reading Skills for Business,” *Business Week Online*, October 6, 2005.

“The Innovation Gulf,” *Design & Business supplement for ID Magazine*, June 2005.

“Design Revelations from Shanghai,” *Business Week Online*, March 14, 2005.

Patrick Whitney with Anjali Kelkar, “Designing for the Base of the Pyramid,” *Design Management Journal*, (Fall 2004).

“Global Companies in Local Markets,” *Product Design* (Chinese journal) no. 4, (March 15, 2006).

Patrick Whitney with Vijay Kumar, “Faster, Cheaper, Deeper User Research,” *Design Management Journal*, (Spring 2003).

“Culture Shock,” *Context Magazine*, July 27, 2001.

“The New Human Factors,” *Design Journal*, (February 1992).

“Cognitive Human Factors and Education,” *Visual Education Journal*, (February 1992).

*“The Electronic Muse,” *International Laboratory for Visitor Studies Journal*, Vol. 1, No 2 (1989).

“Changing Mental Models,” *Innovation*, Vol. 6, No. 4, (Spring 1987).

End of Mass,” *Innovation*, Vol. 5, No. 2, (Spring 1986).

Patrick Whitney, Guest Editor and Contributor, *ICOGRAPHIC*, Vol. II, No. 2, Mobilia Press, Denmark, (1983).

An issue devoted to design evaluation including articles from architects, psychologists, and educators.

*“Three Views of Design Evaluation,” *ICOGRAPHIC*, Vol. II, No. 2, Mobilia Press, Denmark, (1983).

An article explaining how design evaluation can operate at several levels, including the functional, symbolic, and aesthetic.

*Patrick Whitney with Amy Hucek “Annotated Bibliography,” *ICOGRAPHIC*, Vol. II, No. 2, Mobilia Press, Denmark, (1983). The first published bibliography on design evaluation methodology.

“Four Case studies of Design Evaluation,” *Industrial Design Magazine*, (January, 1979).

PUBLIC AND PROFESSIONAL LECTURES

This list includes only keynote and plenary presentations

“Design and Economic Development” (A series of talks for the Secretary and leadership of the following ministries in the government of India: Agriculture, Economic Development, Fisheries, Rural Development and Health. New Delhi, India November 2022-January 2023).

“Design and Public Health” (Dean’s Distinguished Lecture Harvard School of Public Health, Cambridge, MA, 2015).

“Human Centered Systems” (A series of annual talks for the Confederation of Indian Industry. Mumbai, India, 2009-2014).

“So you think you understand users?” (The William and Flora Hewlett Foundation Conference on Open Learning, Pittsburgh, PA March 13, 2008).

“There is Method in His Madness” (Then the Congress of the International Council of Societies of Industrial Design, now World Design Organization, San Francisco, CA 2007).

“Adapting from a Push to a Pull Economy” (Design Thinkers Conference, Toronto, Ontario, Canada, October 17, 2007).

“Strategy & Design” (AOL Innovation Leadership Lecture series, Washington, DC, July 19, 2007).

“Oh Them? Design for the Other Four Billion” Patterns: 2007, National Conference of Usability Professional Association, Austin TX, June 15, 2007).

“Power Shift: Brand, Design, and Business—the Integration Imperative” (Design Management Institute, MI conference, June 7, 2007).

“Design for the Other Four Billion” (2006 World Usability Day, Chicago, IL, Nov 14, 2006)

“Learning Innovation” (Aspen Institute First Movers Conference, Chicago, IL November 3, 2006).

“Innovation and Regional Development; or Learning from Detroit” (China Daily CEO Summit, Ningbo, China, June 8, 2006).

“Business Design, d2b” (Shanghai, China March 17, 2006).

“Innovation: Designing the Future” (CIO 100 Symposium & Awards program, San Diego, CA.

August 22, 2005).

“Human Centered Innovation at Experiencing Technical Communication” (52nd Annual Society for Technical Communication Conference May 9, 2005).

“Design for the Bottom of the Pyramid” (TED, Monterey Ca. February 2007).

“Bridging the Science and Technology Gap: Institutional Innovations and Effective Financing” (Delhi Sustainable Development Summit 2004, New Delhi, India February 6, 2004).

“Strategic Use of Design” (Confederation of Indian Industries, Mumbai, India, February 5, 2004).

“Innovation” (Industrial Design Centre, Indian Institute of Technology, Mumbai, India, December 19, 2003).

“Winning New Markets by Design” (CII-NID Design Summit, Mumbai, India, December 16, 2003).

“They Said it Couldn’t Be Done” (Future Design Days, Boras, Sweden. November 11, 2003).

“Design: Synthesis in Time” (Escola Superior da Desenho Industrial, Rio, Brazil, November 4, 2003).

“Inter-Collaboration in Design Education and Research” (2003 International Design Symposium, Korean Advanced Institute for Science and Technology, Seoul, Korea, October 21, 2003).

“Global Companies in Local Markets and The Innovation Gap” (Two talks for the 4th Brazilian Congress of Product Development Management, Porto Alegre, Brazil, October 6-7, 2003).

“Making Design More Effective” (Danish Design Center, Copenhagen, Denmark, September 30, 2003).

“New Ways of Understanding the User” (Keynote, Human-Centered Design Conference at the Danish Design Center, Copenhagen, Denmark, April 24, 2003).

“Forward on Design” (Speaker and moderator, Future Design Days, Boras, Sweden; November 11, 2002).

“Global Companies in Local Markets” (Business of Design Week in Hong Kong, September 2002). “Global Companies in Local Markets” (Tsinghua International Design Management Forum in Beijing, China, September 15, 2002).

“Personal Reflections on Design Today” (Seminar at the Technical Museum in Stockholm, October 24, 2001).

“Making Technology Humane, Globalism & the Human Condition” (Aspen Institute 50th Anniversary Celebration, Aspen, July 2001).

“Design and Competitiveness” (Hong Kong Productivity Council and Design Innovation, Hong Kong, March 2001). This was a four-day executive program for a group of Hong Kong-based product-line managers and design consultants that focused on ways of using human-centered design methods to achieve competitive advantages in the Hong Kong market.

“Humanizing Technology” (Chicago Humanities Festival, Chicago, IL, November 12, 2000).

“How Design Can Change Industries in the 21st Century” (March 1997). A program for senior managers to introduce them to design concepts and methods that shift the focus from low-cost production techniques to strategies for breakthrough innovations. Topics included Strategic Design Planning, Human-centered Design and Systematic Design.

“Health on the Internet” (November 1996) An overview of how the Internet can provide a new medium for health-care information.

“Structured Reasoning: The Strategic Value of Human-Centered Design” (January 1995) Introduction of a group of Steelcase executives to human-centered design and design as a business strategy.

“User-Centered Design Conference,” (Chicago, June 1994). A two-day conference created specifically for business executives concerned with developing products, services, or communications. Topics included “Involving Users for Rapid Prototyping,” “Strategies for Developing Competitively Superior Products,” “User-Centered Research that Delivers Successful Products,” “Enriching the Interaction Between Product and User” and “User-centered Information Systems that Boost Productivity.”)

“Design and World Commerce,” Congress of the International Council of Societies of Industrial Design, (Nagoya, Japan. October 1989).

“The Future of Design,” First Asia-Pacific Design Conference, (Mildura, Australia August 1988). Presented a paper about how new technology and new social structures are changing design processes.

“Myths of Computer Graphics,” Design Management Institute Conference, (Martha’s Vineyard, MA September 1987). Presented. a paper explaining that the current uses of computers in design are simply a primitive first phase of doing old activities (drawing and page layout) faster than before. The long-term significant changes will emphasize computing becoming part of a new communication medium, and computing as a method for analyzing complex design problems.

“Design in the Information Environment,” Japan-USA Symposium on Information, Computers and Design, (Osaka University of the Arts, Osaka, Japan, October 1984). Presented a paper on the changes in design caused by the shift from the industrial to the information age.

“Contemporary Trends in Computer-Supported Design,” (East China Technical University of Water Resources, Nanjing, China; Harbin Institute of Technology & Shipbuilding, Harbin, China; Osaka University of the Arts, Osaka, Japan June and July 1984). A presentation about advances being made in the use of computers in architecture, product design and

communication design.

“Design and the Information Environment” SIGGRAPH '84, (Annual conference of the Association of Computing Machinery Special Interest Group in Computer Graphics, Minneapolis, Minnesota, 1984).

“Cognitive Human Factors in Design,” (Society of Typographic Arts National Education Conference, Illinois Institute of Technology, Chicago, Illinois, 1984). A paper on the principles of cognitive psychology and their use by communication designers to make messages that correspond to how people think, learn, and ask questions.

“A New Form for Design Education,” (Theories In Design, a conference sponsored by the Society of Typographic Arts at the Illinois Institute of Technology, Chicago, Illinois, 1983). A presentation on the history and problems that exist between design education and design practice.

Guest lecturer for one week, Cranbrook Academy of Art, Design Department, Bloomfield Hills, Michigan, 1982.

“Design Methodology,” (Minneapolis chapter of the Institute of Business Designers, Minneapolis, MN. 1981).

“Why Design Education Isn't Working,” A conference on design education sponsored by the Society of Typographic Arts, Chicago, Illinois, 1980). A presentation about the problems caused by the field of design's lack of doctoral-level research programs.

“Design in the Information Age,” (Minneapolis College of Art and Design, 1979). A public lecture about the influence of new technology, mass media, and social change on communication and product design.

“Systems Design,” (Virginia Commonwealth University, 1978). A lecture about the need for systematic approaches in conducting large scale projects.

INTERVIEWS AND PROFILES (selected)

“Patrick Whitney,” Package & Design, May 5, 2022. A 25-page profile in China's largest professional design publication.

“Patrick Whitney,” With Eyes Opened: Cranbrook Academy of Art Since 1932-2020. A comprehensive history of Cranbrook featuring 285 profiles of selected graduates of the school.

“Smart City Radio,” National Public Radio, July 6, 2006. A syndicated show discussing cities as the next design frontier.

"Design Visionary" *Businessweek*, June 19, 2006. Patrick Whitney is identified as the national leader in the integration of design and business.

"Bringing Design to China," *Global Entrepreneur*, Beijing, December, 2005. Feature article about design and innovation.

Bruce Nussbaum, "Get Creative! How to Build Innovative Companies," *Businessweek*, August 1, 2005.

Patrick Whitney, "Power of Design" University of Toronto Rotman School of Management.

G.K. Van Patter, "Human-centered innovation," *NextD Journal*, Issue 3, March 2004. A conversation with Patrick Whitney about the Institute of Design.

"Design in a Global World" *Milt Rosenberg's Extension 720*, WGN Radio, Chicago, January 5, 2003.

Paul McNeice, "Why Human-Centered Design Is the Design of The Future," *Magazine of the Danish Design Center*, April 2003.

"Human-Centered Design" *Danish Design Center* magazine. Cover story interview of Patrick Whitney.

Dagens Industri, Sweden, November 8, 2002 Interview with Patrick Whitney about the current state of design education in Sweden and worldwide

BOARD MEMBERSHIPS (selected)

Board member, School of Design and Innovation, Tongji University, Shanghai, 2010-2016.

Board Member, School of Design, Hong Kong Polytechnic University, 2008-2014.

Trustee, Global Heritage Fund 2007-2012.

International Board of Korean Advanced Institute of Science & Technology's School of Design, 2007-2012.

Global Trustee of Seoul National University School of Design, 2006-2008.

CoreDesign, jury member, Copenhagen, Denmark. July 29, 2002.

Member of Distinguished Advisory Board SCM SIG-CHI 2000-2004.

Chairman's National Task Force on the Future of Industrial Design, supported by a grant from the National Endowment of the Arts, 1985 - Spring 1986

Advisor to the new Journal of Design Management Association 1987-1989

Design Computing, Editorial Board, John Wiley & Sons, 1985

RECOGNITION (selected)

Patrick Whitney: a 15-page profile in China's leading Design Magazine, *Package & Design*. May 2022.

Life-Time Achievement Award, 2021 Design for Asia Hong Kong Government

Sina.com, June 6, 2006

Identified by China's largest web portal as one of 25 thought-leaders in the world advancing the globalization of Chinese business.

"Master of. Design" *Fast Company*, June 2005 Profiled as a "game changer" and master of design.

Forbes, August 18, 2004 One of six technology trendsetters profiled in Forbes' annual E-Gang Issue.

Richard Saul Wurman's "1000" April 2002.

Named to Wurman's list of 1000 most creative people.

REVIEWS (selected)

Business Week, June 19, 2006

"Ethnography of Marketing," *I.D Magazine*, December 2003. A review of the user research work of Patrick Whitney and Vijay Kumar.

"Review of Future Design Days 2003," *I.D. Magazine's* web site.

Review of presentation on innovation for social good and the Institute of Design's new urban poverty project.

"Interactions," *Special Interest Group in Computer Human Interactions* March - April 2001.

Industrial Design 25th Annual Review New York 1979.

Publication of projects representing work done for the State Design Improvement program, Design

Michigan, sponsored by the State of Michigan

The first State Design Improvement program done in the United States

Industrial Design 24th Annual Review, New York, 1978

Publication of educational materials to explain design to junior-high-school students. Sponsored by a grant from the National Endowment for the Arts

Graphis, No. 191, Zurich, 1977

ICOGRAPHIC, No. 20 (London), 1976

Journal of the International Council of Graphic Design Associations