

Tasked by Microsoft to gather customer insights for new product development, IDEO conducted two weeks of in-depth customer interviews. The interviews were analyzed for insights, which IDEO's design team then leveraged as the basis for an immersive experience installed at Microsoft's corporate headquarters in Redmond, Washington: The Customer Insights Lab. The Lab's purpose was to serve as an engine for the development of new offerings that were both highly functional and loved, inspired by deep consumer-centered thinking.

MICROSOFT

Title Production Design Lead

Key Responsibilities

Oversaw the production pipeline for exhibit print and presentation designs, ensuring timely delivery, budget adherence, and the high-quality standards synonymous with IDEO.

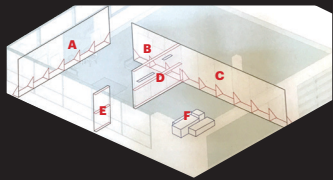
Collaborated with the Art Department on layout design for exhibit posters, magazines, one-pagers, and presentations, facilitating a smooth hand-off for production.

Conducted thorough reviews of design files to identify and rectify inconsistencies, ensuring fidelity to project vision and performing final proofreading to eliminate grammatical errors.

Engaged in vendor selection and management, evaluating potential partners to print and ship exhibit materials from San Francisco to Seattle on time and within budget.

Developed press-ready mechanicals according to vendor specifications and coordinated press checks to ensure print quality met agency and client expectations.

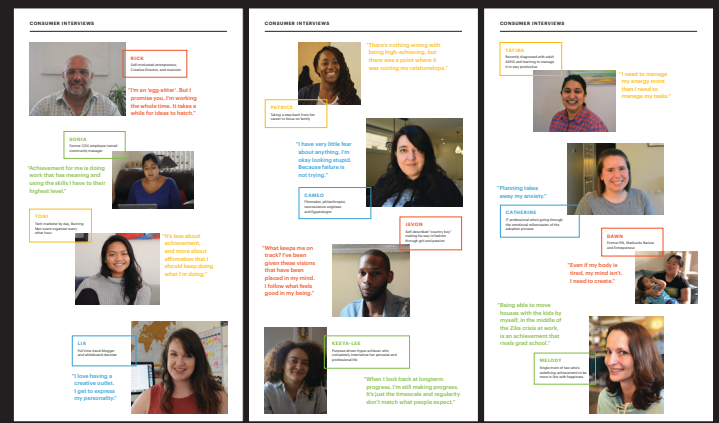
Acted as a liaison between clients and vendors, ensuring that packages arriving at Microsoft Corporate Headquarters were properly labeled and stored for efficient access during the build-out phase.



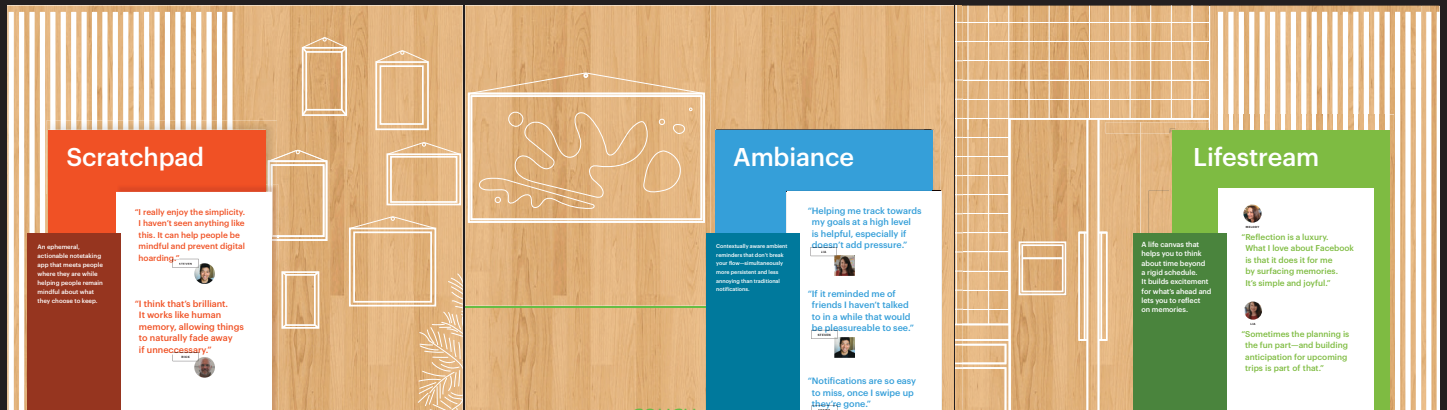
Schematic for Insights lab at Microsoft Corporate Headquarters



a. Pre-Read Magazine



b. Customer Insights Posters



c. Customer Insights Provocation Walls

c. Customer Insights Provocation Wall, Section C.