

Microsoft partnered with IDEO to conduct customer interviews aimed at gathering insights to inform the development of new offerings that customers will not only appreciate but actively use. Following two weeks of interviews, the gathered insights were synthesized and served as the foundation for an exhibit at Microsoft's corporate headquarters. This exhibit was designed to inspire creativity among employees and executives on campus.

# MICROSOFT

## ROLE + RESPONSIBILITIES

The Senior Production Lead role was much like that of a swiss army knife for the team, requiring the skills and flexibility to step into or touch various functions through the lifecycle of the project, including Project Management, Graphic Design, Production Design, Environmental Design, Client Liaison, Vendor Management, and Quality Control.

### 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 handoff for production.

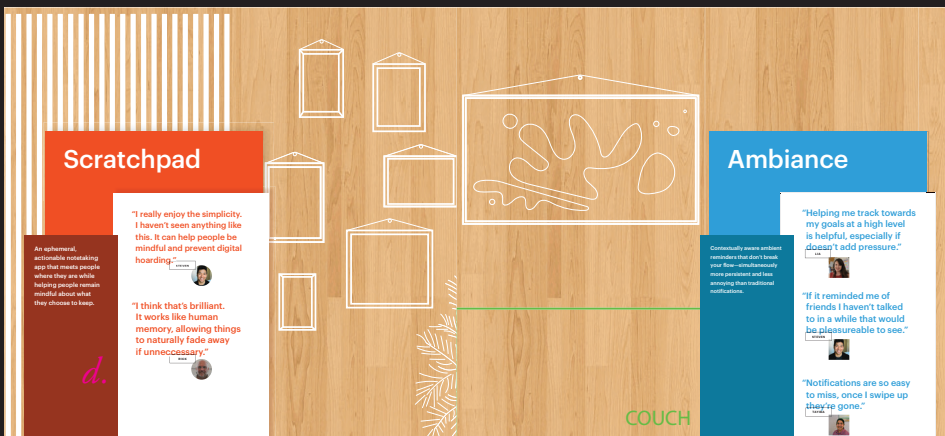
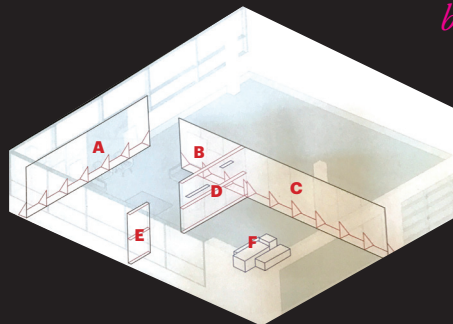
**Conducted** thorough reviews of design files to identify and rectify inconsistencies, ensuring fidelity to project vision and performing final proofreading to eliminate grammatical errors.

**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.

**Documented** the initial exhibit walkthroughs through video and photography, capturing essential assets for a comprehensive report that synthesized group learnings and served as a reference for stakeholders.



## DELIVERABLES

- a. Pre-read Magazine
- b. Room Layout Schematic
- c. Customer Insights Posters
- d. Customer Takeaway Exhibit