

PAUL M BRAUN

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PROFILE

Talented and passionate designer, strategist, and hybrid thinker well-versed in a collaborative, iterative, and human-centered methodology strives to create impactful and innovative solutions to real human needs

PROFESSIONAL EXPERIENCE

Jump Associates San Mateo, California

Hybrid Strategist, September 2010 - Present

- Currently drawing from a range of skills and experience in design, business, and social research to help companies grow through creation of new businesses and reinvention of existing ones
- Synthesized insights from deep consumer ethnography about home organization into recommendations and concepts for new growth opportunities for a leading household products company

IDEO Palo Alto, California

Product Design Intern, June 2009 - September 2009

- Researched drug delivery devices for a global pharmaceutical company to identify opportunities for major industry shifts in biologics and set design direction for future devices
- Conducted deep ethnographic research, synthesized key user needs, and developed concepts to innovate pet food packaging for an international food and beverage corporation

Illinois Tool Works, Inc - Technology Center Glenview, Illinois

Mechanical Engineer, June 2006 - July 2008

Engineering Co-op, March 2004 - June 2006

- Developed catalog line of ultra-durable touch-sensitive switches; designed for efficient and consistent assembly, managed team-based design work, and coordinated vendor interactions
- Adapted \$5 million line of German pallet-wrapping equipment for US market; optimized for US pallet sizes, protected against use with competitors' wrap, and minimized implementation costs
- Outlined and executed validation program for next-generation deli slicer to verify improved performance, durability, safety, cleaning, and ergonomics

ACADEMIC EXPERIENCE

Stanford University Stanford, California

MS Product Design, June 2010

- Led team of Graduate School of Business students through design thinking process to develop online platform for donations and volunteering
- Planned curriculum, and coached and evaluated students as Teaching Assistant for *Visual Thinking*, *Product Design Methods*, and *Design Strategy & Leadership* classes
- Conducted ethnographic research for Humana Health Insurance to identify trends in teenagers' health; synthesized guiding design principles critical to effecting positive lifestyle changes in teens
- Partnered with Pacific Gas & Electric to engage consumers in energy-saving practices by redesigning billing process to personalize, simplify, and incentivize efficient living
- Designed lifestyle brand concept for Nestle-Purina to offer pet care products and services to meet unique needs of young professional dog-owning couples, based on insights from in-depth interviews

Northwestern University Evanston, Illinois

BS Mechanical Engineering, June 2006

- Received 2006 DaVinci Award from National Multiple Sclerosis Society for engineering achievement in accessibility and universal design for development of stroke rehabilitation device

SKILLS

Design: Ethnographic Research, Ideation, Prototyping and Manufacturing, Frameworks and Synthesis, Concept Development and Evaluation, Storytelling and Presentation, Branding

Computer: Microsoft Windows and Office, Mac OS, SolidWorks, Photoshop, Illustrator

Fabrication: Mill, Lathe, Sand Casting, LaserCAMM, General Model Making, Common Hand and Power Tools

INTERESTS

Traveling in Asia and Europe, Alpine skiing, Playing soccer and tennis, Wine tasting