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Summary of qualifications

Twenty-five years of research experience; offering a balanced blend of intuitive insight and analytical thought. Adept at model development, design principle creation and hypothesis testing. Skilled in team building, indirect methods and ethnography. Intelligent, sensitive and focused.

Skills include

- Concept development, branding and new product development with an emphasis on ethnography and user experience
- Ethnography, observation and in-context interviewing
- Group moderating; facilitation of ideation and brainstorming sessions
- Qualitative segmentation and model development
- Study and questionnaire design; consulting, client service and study control/coordination
- Presentation and public speaking to both large and small audiences
- Proposal, discussion guide, screener, and report writer

Career Achievements

- Twenty-five years of research experience, encompassing every stage and aspect of study execution
- Created and launched ddeasy inc, an independent design research and marketing research firm committed to understanding what lies beneath
- Consultant and researcher on the product development team for Herman Miller's Resolve systems
- Ethnographic research for leading built environment, financial services, technology and consumer packaged goods companies
- Model development for segmentation and corporate behaviors
- Industrial design research to optimize products for clients such as Motorola and Hewlett-Packard
- Positioning and branding research leader and consultant for clients such as a Fortune 500 financial services company, Microsoft and Novartis
- Presented on designing spaces for collaborative work to the annual meeting of the Office Ergonomics Research Committee 2008
- Presented at EPIC 2007 on the ethnography of "being heard," specifically on group work spaces and the future of conferencing
- Contributed chapter on Non-Assumptive Research to *Design Research: Methods and Perspectives*, MIT Press
- Published article on predicting successful innovation in the Design Management Institute journal
- Presented on the use of ethnography for messaging and for product and Web development at IIR Conference

Experience Examples

Customer experience: Retirement Planning (June-Sept 2008)

Combining in-home interviews with pre-assigned exercises (photo-journaling, collages, saving artifacts relevant to their retirement situation), this ethnographic study looked at 18 participants between five years before and five years after retirement. Depth interviews in participants homes were videotaped and included a tour of their homes and their retirement planning workspaces and tools. The outcome revealed a way for the financial services client to diminish anxieties by overcoming inertia and winning trust.

Ensuring technology meets human needs: Mobile Banking (Sept-Nov 2007)

A two-phase study that explored how mobile usage differs from expectations and needs of on-line services. Used user-directed ethnographic methods as well as researcher and team ethnography, observation and in-place interviewing. Incorporated hypothesis generating and testing stages to ensure applicable exploration.

Concept development: Group work and the future of conferencing (June 2006-March 2007)

"What if conference rooms had never been invented?" was the question posed by an architectural firm and a furniture manufacturer at the outset of this study that looked at an alternative to typical meeting spaces. Research uncovered the various ways that workers use existing spaces to create "porous" ad hoc meetings or knowledge exchange spaces of their own. The analysis incorporated the workers behaviors and suggested design concepts that would optimize conferencing and knowledge sharing in offices of the future.

Furnishing the new higher education classroom (March-April 2006)

The client invited Dorothy to examine a recent installation of technology at a southwestern community college. The research looked at how access to technology, online interaction and comfort contributed to greater academic engagement.

User experience: Email and Instant Messaging (April - May 2005)

Conducted series of focus groups internationally to learn the thoughts, feelings, and behaviors among heavy users of existing services. The results of the study will be used by client to inform future upgrades to service.

Design form and function: VOIP handset and features (December 2004 - February 2005)

Moderated focus groups to identify decision-makers' preferences for hardware design and feature set in VOIP-enabled devices. Created and led in-group exercises that explored value-added features, form, functionality, and occupation-specific requirements.

Ensuring technology meets human needs: Corporate Extranets (July - September 2004)

Explored customers' and dealers' needs for extranet access and how extranet capabilities can strengthen and not replace the human dimension of service.

Deep, foundational understanding (March 2003 - June 2004)

Completed a context-rich study to understand the intersection between exceptional work and the physical environment. The study -- using a combination of photography, video, observation, and depth interviews -- detailed how exceptional workers use their workspaces and identify areas of opportunity for improvement.

New product development (April - June 2003)

Investigated market requirements, builder specifications and purchase drivers for a new product by a leading manufacturer and innovator of home windows.

Consumer experience: lifestyles and behaviors (November 2000 - January 2001)
Designed and executed ethnographic explorations of consumer households to explore life context issues for product development, branding and repositioning.

SOHO Web and product development (March - June 2000)
Conducted a depth ethnographic study of dot coms and their founders to drive messaging, product development and Web development for a company seeking to improve its web distribution channel.

Customer Intimacy: Change I (October - December 1998)
Executed a combination qualitative and quantitative study among corporate decision-makers/facility managers that explored the process and meaning of change for the physical environment.

Resolve Product Development (September 1997 - March 1999)
Partnered with the Herman Miller product development team for the award-winning Resolve product. Involved in the alpha test site, research panels and research clinics.

Work History

ddeasy inc
March 2003 to present
Portland, OR
Founder, Consultant and Moderator

Cheskin Research
March 1996 to March 2003
Redwood Shores, CA
Senior Strategic Director

International Techvantage
January 1995-March 1996
Redwood Shores, CA
Moderator/Project Director

Total Research Corporation
December 1990 - August 1994
Chicago, IL
Senior Project Director

Starmark, Inc. (Business-to-Business Marketing Communications)
November 1987 - December 1990
Chicago, IL
Project Director

Market Facts, Inc.
August 1980 - November 1987
Arlington Heights, IL (formerly in Chicago, IL)
Associate Study Director

Education

Mundelein College of Loyola University, Chicago, IL
Bachelor of Science, Industrial/Organizational Psychology
Departmental Honors in Psychology

Marylhurst University, Lake Oswego OR
Completing Master's program in Applied Theology