

**Chris Rockwell**

**President, Lextant**

**Wednesday, February 22, 2017**

**11:00 – 12:00, 518 Whittemore Hall**



## Design for Moments of Truth

Design can be difficult. Ideas are everywhere but which ideas are relevant and resonant with end-users? In the end, every design decision we make for a product, process, or service results in an experience. Like it or not. On purpose or by accident. Successful innovation is measured – ultimately – in the definitive moments between people and designed systems. Chris Rockwell, VT grad and President of Lextant, will share some of the latest principles in Design Thinking to understand people and inform design. Using desired experience frameworks and customer journey modeling, he'll demonstrate use of these techniques for mobility, consumer package goods, and healthcare innovation. He'll also share insights from a career in experience design.

*Chris Rockwell is the founder of Lextant, a human experience firm dedicated to informing and inspiring design through a deep understanding of people, their experiences and their aspirations. Lextant's experienced team of design research and user-experience professionals have provided this clarity for design innovation in such diverse domains as consumer package goods, health care systems, durable goods, retail, consumer electronics, and information technology systems.*

*Chris grew up with a passion to understand how the things we “make” affect how we work, live, and play. At the early age of 16, he was conducting research programs to explore technology design and driver behavior for pay-at-the pump systems, steering controls, and entertainment systems. After completing his M.S. in the human factors engineering track of ISE, Chris joined Hewlett-Packard where he spent 6 years developing and honing user-centered design methodologies. With a vision for design research at the heart of innovation, Chris formed Lextant and led the development of immersive research methods and translation strategies for product, retail, brand and interactive design programs. His contextual, ethnographic, participatory, and modeling frameworks have helped clients such as Microsoft, P&G, Motorola, Whirlpool, American Eagle, Cardinal Health, Johnson & Johnson and others deliver products and solutions aligned with the emotional, behavioral, and experiential needs of their customers.*

**FACULTY & STUDENTS INVITED TO ATTEND  
REFRESHMENTS PROVIDED**

*Seminar sponsored by HFES,  
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