

# Aaron Cook, MDes, MAT

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## education

Master of Design *Institute of Design at IIT, Gordon and Carole Segal Fellow*  
Master of Teaching *National Louis University, Chicago Teaching Fellow*  
Bachelor of Arts, Psychology *Ohio Wesleyan University, Presidential Scholar*

## design leadership

**Ford Motor Company, D-Ford Greenfield Labs (Palo Alto, California)**

*Lead Design Thinking Catalyst, June 2021-July 2022*

Drove strategic enterprise opportunities to integrate design thinking for high-profile, high-impact global teams. Conducted UX research, coached tiger teams, designed custom workshops, and developed internal tools and design thinking curriculum.

**Syapse (San Francisco, California)**

*Senior Product Designer, April 2019-June 2021*

Defined offerings portfolio and roadmap; designed UX frameworks, organizational models/processes, service blueprints, user research protocols, data visualizations, and prototyped with clinicians and stakeholders across organizational units for an international real world evidence startup specializing in precision medicine Oncology.

**Illinois Tech, Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship**

*Assistant Academic Director, March 2018-January 2019*

*Strategy and Culture Advisor (Pro Bono), September 2017-March 2018*

Developed vision, strategy, and programming for launch of the Kaplan Institute  
Managed cross-functional team projects, mentored junior members  
Led research and thought-leadership in innovation and entrepreneurship  
Designed and facilitated 120+ person workshops for the Provost's University Forum

**aaroncook.design (Chicago, IL)**

*Innovation and Design Strategy Consultant, September 2014-April 2019*

Led design research, strategy, prototyping, and stakeholder engagements for clients including: Steelcase, Advocate Children's Hospital, University of Chicago Design Thinking Lab, Insitum (acquired by Accenture, 2019), Emergent Design, and Fog Pilot.

*Training and Curriculum Design Consultant, June 2008-August 2014*

Designed and delivered comprehensive training curriculum, onsite training and implementation workshops for an international SaaS solution in the retail sector.

**University of Illinois at Chicago/Institute of Design at Illinois Tech**

*Design Researcher for Team ISAAC, January 2017-May 2017*

*Awarded "Top 3" Juried Poster at (SCDAA) 45th Annual Convention*

Conducted design research toward Improving Sickle Cell Care in Adolescents and Adults in Chicago (ISAAC) as part of \$4.5M grant from National Institutes of Health.

**Gold Peak Industries (Hong Kong SAR, China)**

*Brands and Innovation Design Intern, June 2016-August 2016*

Led cross-departmental behavioral design project on adoption of rechargeable batteries. Developed design teams and facilitated knowledge brokering workshops.

## languages

English - native  
Spanish - advanced  
French - intermediate

## license

Professional Educator's License,  
Foreign Language - Spanish (K-12)  
Illinois State Board of Education  
Issued Jul 2013 · Expires Jun 2028  
Credential ID 2107066

## capabilities

knowledge brokering  
strategic pathfinding  
problem framing  
trans-disciplinary UX research  
systems thinking

## tools

Figma  
Miro  
Adobe CC  
Jira/Confluence  
Whiteboard  
Sketchpad

## qualities

curiosity  
humor  
kindness  
compassion  
ingenuity

## gallup clifton strengths®

strategic  
futuristic  
connectedness  
developer  
ideation

## recognition

Invited Facilitator/Sketcher  
Conserving Futures Initiative Design Sprint. *Harvard University T.H. Chan School for Public Health, Association of Fish and Wildlife Agencies, and*

**MAYA Design, acquired by Boston Consulting Group in 2017 (Pittsburgh, USA)**  
*Human Sciences Design Intern, May 2015-August 2015*  
Facilitated design workshops and client engagements.  
Conducted design research and recommended strategic directions to clients.

## education leadership

**Academy for Global Citizenship, Chicago Charter School**  
*Spanish Language Teacher, 2009-2010*

Designed and taught Spanish language curriculum for students grades K-2.  
Founded strategic thinking after school program for 2nd grade students.

**Chicago Public Schools, Chicago Teaching Fellows**  
*Spanish Language Teacher, 2006-2008*

Designed and taught Spanish language curriculum for students grades 9-12.  
Co-created/led Kenwood's first international home-stay experience for students.

**Northwestern University**

*Area Coordinator, 2004-2006*

*Outstanding Achievement Award for New Staff, May 2005*

Supervised 16 staff and led community of 630 residents  
Heard judicial cases and issued appropriate sanctions

**Stanford Upward Bound, Haas Center for Public Service at Stanford University**  
*Summer Residential Supervisor, summer 2004*

Supervised 6 Stanford Education fellows and 60 Upward Bound residential students

**Oberlin College**

*Residential Director 2003-2004*

Supervised 10 Student Coop Associations and 14 independent living buildings.

## network engineering

**Chase Bank**

*LAN Engineer II, Trading Business Technologies Deployment Team 2002-2003*

Built solutions for business end users to support enterprise Windows 2000 upgrade  
Created technical documentation for support staff and end-user audiences  
Performed troubleshooting and support for enterprise LAN systems

**R.Dorsey+Company**

*IT Consultant, 1998-2001*

Microsoft Certified Systems Engineer in NT 4.0 and Upgrading to Windows 2000  
Supported enterprise systems for Fortune 500 clients in Finance and Manufacturing  
Repaired nation-wide deployment network for Fortune 50 financial organization  
Created technical documentation and managed upgrade and deployment projects

## recognition

**Session Presenter**

**Aaron Cook and Anijo Mathew.** Whole View of Innovation: Re-thinking Innovation Education in Institutions of Higher Learning. *Global Consortium of Entrepreneurship Centers (GCEC); 2018 October 18-20; Chicago, IL, USA.*

**"Top 3" Juried Poster Presentation**

Sarah Braunstein, Kim Erwin, Sarah Norell, Shangyanyan Li, Lisa Radecki, **Aaron Cook**, Lewis Hsu. A Design-Led Analysis Of Educational Tools For Sickle Cell Patients. *Sickle Cell Disease Association of America (SCDAA) 45th Annual Convention; 2017 October 25-28; Atlanta, GA, USA.*

**Design Challenge Finalist**

**Aaron Cook.** 2017. Parainfluenza: Bridging Realities Using Digital Media Simulations. *Proceedings of the Eleventh International Conference on Tangible, Embedded, and Embodied Interaction (TEI '17).* ACM, New York, NY, USA, 733-738.

**Invited Demonstrator**

*Eleventh International Conference on Tangible, Embedded, and Embodied Interaction (TEI '17).* ACM, 2017 March 20-23, Yokohama, Japan

**Invited Panelist**

*University of Chicago Consortium on School Research Freshman Year Performance Institute, April 2008.*

**212K+ YouTube Views**

*"Izquierda, Derecha" study video for Spanish students posted as askmrcook*

**Appointments**

*Illinois Tech Continuous Improvement Advisory Board and University Forum Series Committee, 2018-2019.*

*Institute of Design Dean Search Committee, Spring/Summer 2016.*

*The Chicago Public Schools Turnaround Project/Catalpa Institute PBI Evaluation Team, May 2008.*