

IPD

INTEGRATED PRODUCT DESIGN

SEMINAR

Friday, October 31th

Reception: 5:00 PM
Berger Lower Level Lobby

Seminar: 5:30 PM
Berger Auditorium
Skirkanich Hall

Popcorn, Perception, & the Man in the Mirror

Recent graduates from the Stanford Product Design program present their senior theses.



Speakers

Carissa Carter



An awkwardness and sneaker enthusiast, Carissa Carter is a design strategist pursuing a PhD in engineering - design at Stanford University. Trained as a geologist at Williams College, Carissa holds MS degrees in Product Design and Earth Science. Currently, she designs for mass behavior change around complex world problems using emergent design. Previously, she worked at IDEO and Google, and in the future she is undertaking a senior leadership and strategy position at Herman Miller.

I love maps. I use maps to organize my design work, and I employ mapping techniques to explore the boundaries between problem spaces and solution spaces. Increasingly, I have become more and more interested in the self-maps that every person in the world operates within. Whether we actively map them or not, we all have multiple dimensions of our lives that can be mapped: location, knowledge, emotion, place...the possibilities are many.

Imagine if we could intersect the self-maps of the people of the world with one another. What would we find? What would the relevant themes be? We could slice the information on any number of axes. What could we use this for? I call this *emergent design*.

David Ngo



Formerly an Aerospace Engineer from MIT, David decided to switch from rocket science to the science of creativity and innovation. After completing his graduate degree in Design, he did the next logical thing: start a frozen yogurt shop in Washington, D.C. with his best friend. He is now working as a designer at Daylight Design, a small consultancy in San Francisco.

The act of Play, despite being solely thought of as a child activity, is an essential part of all our lives. David's thesis is an exploration into creating objects which bring Play into our daily life as well as promote the health and mental benefits of diverting from the status quo.

Jesse Silver



Jesse only pursues activities that require lengthy explanation. After receiving a Bachelor of Science degree in Human Factors Engineering, Jesse became a recording engineer, worked at a branding and naming consultancy in San Francisco, and built furniture and bent-wood sculpture on the side. This background logically guided him towards receiving his masters degree from Stanford University and Jesse is now a senior designer at worldwide design consultancy IDEO.

In his thesis "Promise, Delivery, and the Ubiquitous," Jesse explores the rich design opportunities that lie in those objects that we most take for granted. Nothing is too mundane for him as he tries to turn popcorn and ice cube trays into objects of intrigue and surprise.



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