



Shel Kimen

EXECUTIVE CREATIVE
LEADERSHIP

Summary

25 years practicing human centered design and creative leadership, with side hustles in performative art and music, community development, graduate school, and a social benefit company. She/Her/Hers

Core Competencies

Mindful and supportive people guidance, mentorship, management, and direction

Ground-up organizational development, operationalization, and enterprise scaling

Hands-on practice and mastery of all aspects of Human Centered Design & Design Thinking

Product, service, and process innovation and development (Digital & Physical)

Teaching, coaching, and competency development in business and university contexts

Contact Details

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Joy is accessible to everyone and is more gratifying when directed towards others.

Work Experience

CO-DIRECTOR, D-FORD DESIGN THINKING

Ford Motor Company, 2021 - Present

- Helping all of Ford feel and experience the possibilities of Design Thinking as we create great products, modernize everywhere, and treat our customers like family. We coach teams, share methods and tools, and activate a community of Design Thinkers all across the globe
- Share position with another Co-Director, amplifying each other's contributions
- Participate in and lead Diversity, Equity, and Inclusion and anti-racism activities and efforts

DIRECTOR, D-FORD DESIGN THINKING

Ford Motor Company, 2019-2021

- Concept and development of ground-up global team to scale Design Thinking to Ford's 200,000 employees; responsible for Ford's point of view on Design Thinking
- Set strategy and lead teams developing methods & tools, digital strategy, coaching practice, advocacy programs, community strategy and accreditation model
- Participate in and lead Diversity, Equity, and Inclusion and anti-racism activities and efforts

MANAGER, GLOBAL DESIGN PRACTICE

Ford Motor Company, 2017-2019

- Managed and grew teams of Design Research, Prototyping, Design Strategy, and Interaction Design
- Co-developed D-Ford, Ford's Human Centered Design organization (org design, budgeting, branding, culture, and operating processes)
- Guided cross functional teams in applying design thinking to redesign engineering metrics, create advanced product creation process, and corporate strategy initiatives

GLOBAL DESIGN STRATEGY LEAD

Ford Motor Company, 2015-2017

- Created and led Design Strategy group for global experience design team
- Led or oversaw product/service strategies for the future of trucks, commercial vehicles, electrification, and autonomous vehicles inclusive of research and insight development
- Scope, time, and budget development/management

ADJUNCT FACULTY

College for Creative Studies, 2015-2018

- Course curriculum design and instruction for Design Research Methods for graduate students in the CCS MFA Interaction Design program
- Emphasis is on strategic and applied research techniques to generate ideas and progress design work

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EXECUTIVE CREATIVE LEADERSHIP

Skills and Abilities

- Team development and leadership
- Executive communications
- Board member, officer & advisor
- Strategic planning
- Insight development and evaluation
- Business model development
- Design research
- Strong storytelling
- Scope, budget, manage, deliver
- Adobe Creative Suite, Office 365
- All social / asynchronous communication
- Meditation and mindfulness

Industries/Sectors

- Automotive / Mobility
- Financial Services
- Publishing & Media
- Consumer Packaged Goods (CPG)
- Non-profit
- Technology
- Retail

Academics

MICHIGAN STATE UNIVERSITY

Human Environment & Design, 1993

- Executive Director, Student Events
- Elected representative to campus student government

GRADUATE FACULTY, NEW SCHOOL UNIVERSITY

Graduate Work 2002-2004

- Liberal Studies program with emphasis on economic history and globalization

Work Experience (continued)

FOUNDER, CEO & EXECUTIVE DIRECTOR

Collision Works, Inc. & 501c, 2011 - 2014

- Collision Works was a personal innovation and learning project to develop a mixed-use community event space and future boutique hotel entirely made from repurposed shipping containers
- In 2013 we launched "First Container," a prototype community engagement experience, funded through Kickstarter. First Container attracted over 2000 visitors, hosted public events, partnered with the Detroit Public Library, Detroit Future City, and numerous grass roots organizations
- The project received great community support and national/international media coverage, however, the funds were not available to continue
- Developed and improved skills in business model development, real-estate, financing, construction, and community development

SENIOR VICE PRESIDENT

Saatchi & Saatchi, 2007-2011

- Reporting to the Chief Strategic Officer, built and led Digital Strategy in Saatchi's New York office
- Led successful digital experience and strategy engagements for multiple brands to drive sales, increase market share, and gain consumer insight
- Led multiple initiatives to expand agency and client capacity in digital media, new research technologies, and collaboration
- Designed, managed, and executed multiple consumer insight projects targeting Millennials, Boomers, Women, and Veterans
- Facilitated numerous (and engaging) team and client workshops to align customer, business and brand goals

INDEPENDENT CONSULTANT (RESEARCH, DESIGN, STRATEGY)

Various Clients 2004-2007

- Research, strategy, information architecture and interaction design (business analysis, contextual inquiry, wireframes, paper prototypes, technology integration)
- Nike, The New York Times, Reuters, Olivia Travel, Scholastic

INFORMATION DESIGN, MANAGER, DIRECTOR

Razorfish, 1998-2001

- CHANGE STRATEGIST: Developed strategy, created materials and communicated organizational change to 2000+ global employees.
- EXPERIENCE LEAD: Managed creative teams of visual designers, Information architects, and developers
- MANAGER, INFORMATION ARCHITECTURE: Managed 16 designers, entry level to senior staff - hiring, mentoring, performance evaluation. New business development, user research, and strategy
- INFORMATION ARCHITECT: Developed wireframes, personas, requirement documents as well as methods and tools to handle these new kinds of deliverables

ADDITIONAL DETAILS UPON REQUEST