

# margaux reynolds

Design, Innovation & Strategy

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## About

I am a human-centered designer, passionate about research and strategy, exploring new worlds and experiences that don't yet exist.

## Education

ArtCenter College of Design  
Product Design, BS, 2019  
Minor in Social Innovation

New York University  
Music Composition, BM, 2006

## Tools

Illustrator + InDesign + Photoshop  
Keynote + PowerPoint  
Sketch + XD + Overflow + InVision  
Solidworks + Rhino + Keyshot  
Digital Fabrication + Rapid Prototyping:  
3D Printing, CNC, Laser Cutting

## Expertise

Ethnographic + Qualitative Research  
Design + Innovation Strategy  
Market Research + Trend Forecasting  
Uncovering Consumer Insights  
Ideation + Concept Development  
Visual Communication + Storytelling  
Iterative Design Process  
CAD Modeling & Physical Prototyping  
Wireframing + User Journey Mapping  
Presenting + Facilitating

## Professional Development

Genspace Community Lab Brooklyn, NY  
Workshops in Biodesign and DIY biology:  
Introduction to Biohacking + CRISPR Cas9  
Biomimicry in the Field + Bioplastics

PRIMER19 Speculative Futures Conference

## Publications & Recognitions

Co-author: Purdy, A.J., Kawata, J., Fisher, J.B.,  
Reynolds, M., Om, G., Mann, L., Roman, C.,  
Designing Drought Indicators. 2019.  
Bulletin of the American Meteorological Society

Port.al featured in Core77, July 2019  
Lio featured in Fast Company, December 2017  
Amma desk exhibited at ICFF Miami, Fall 2017

## Professional Experience

**Independent Designer and Strategist** *July 2019 — Present*  
Working with clients in design strategy, organizational vision and human-centered design.

**NASA Jet Propulsion Laboratory Pasadena, CA**  
The goal of this project is to improve the water community's experience of using data to make decisions, by developing a user-centered platform of hydrological indicators.

*Industrial Designer [freelance]* *July 2018 — July 2019*  
*Design Phase:* Developed various design prototypes based on research insights and user needs; Distilled a complicated data system into a user-friendly digital information platform; Worked with scientists to design within technical constraints and requirements; Facilitated usability testing with end-users; Implemented feedback into the UX/UI refinement of our prototypes.

*Design Research Intern* *October 2016 — April 2017*  
*Research Phase:* Explored the needs and pain-points of stakeholders across local, state and federal levels within the water community; Conducted human-centered research with farmers and resource managers in the Central Valley of California to understand their behaviors and motivations; Led analysis of research to uncover meaningful and actionable insights; Benchmarked the existing indicator tradespace and current state-of-the-art.

**BMW Designworks Newbury Park, CA**  
Designworks is BMW Group's innovation studio and consultancy, serving clients in industries such as Future Mobility, Lifestyle, Human Performance, Luxury Fashion, and Retail Experience.

*Junior Creative Consultant [contract]* *July 2018 — December 2018*  
Contributed to a client's creative transformation program to build a future vision strategy for their brand through innovation; Collaborated with strategists, industrial designers and interaction designers to develop a future mobility concept using worldbuilding and foresight.

*Design Strategy Intern* *January 2018 — July 2018*  
Contributed to internal mobility projects and client-facing innovation programs, with activities including: foresight, market research and competitor benchmarking; Contributed to bi-annual research program, which scans global signals to identify the latest trends and cultural drivers shaping industries and new business behaviors; Framed future opportunities for the company.

**Greenlight Capital, Inc. New York, NY**  
Greenlight Capital is a privately held investment fund, founded in 1996 by David Einhorn, a well known portfolio manager and Wall Street whistleblower.

*Operations Analyst* *2012 — 2013*  
Collaborated with accountants and research analysts to support daily operations and team collaboration; Assumed account management and bookkeeping responsibilities.

*Executive Assistant* *2007 — 2012*  
Assisted the operations team in daily trading and investments; Supported the research team's internal collaboration and workflow; Provided overall administrative support to the company.

## Workshop Facilitation

**INSEAD Business School Singapore**  
*Creative Facilitator, Innovation by Design workshop* *May 2017*  
Helping business leaders from global industries integrate design thinking with their business thinking for successful innovating.

**ArtCenter College of Design Pasadena, CA**  
*Student Facilitator, NASA Product Design Symposium* *October 2016*  
Bringing together JPL leaders with designers to form a new perspective on the way NASA approaches engineering and science through design activities using NASA case studies.