

Dionne Bio:

Dionne is an experienced design researcher practiced in the art of insight generation.

She is skilled in developing research strategy to accommodate a wide range of project goals and objectives; executing in-depth 1:1s and ethnographic interviews; and applying analytical frameworks needed to translate stories into principles for strategic action.

Dionne has spent the last several years applying her highly attuned listening and analytical skills uncovering the meaning people assign to their experiences as consumers, shoppers and travelers across the domain of everyday life. Her work has led her inside the hearts, minds and practices of amateur endurance athletes, avid scrap-bookers, premium chocolate lovers, and new moms--just to name a few. She has also participated in pharmaceutical studies documenting the illness trajectory among people adapting to IBS, clinical depression, osteoporosis as well as HIV and has chronicled the perspectives of the array of specialists and general practitioners tasked with caring for them.

A holistic thinker, Dionne draws from a rich wellspring of ideas evident across the landscape of popular culture, sociological and anthropological literature and the latest in the cognitive sciences to inform her approach to generating empathy and deep understanding of the role products and services play in consumers' lives. She has done so in partnership with branding, product & package design and retail strategy consultancies across a range of industries, consumer product companies and brands. Her efforts have helped her partners drive their innovation initiatives forward with the needs of their consumers at the forefront of the process.

Dionne holds a Master's from the Institute of Design in Design Planning and a B.A. in Sociology and Anthropology from Loyola University in Chicago. She considers herself supremely fortunate to have found a healthy outlet for her insatiable need to understand 'why'.