

Siobhan is an industrial designer, applied anthropologist, educator, and social justice advocate. Her focus is on the progress of a more human-centered design practice through the development of participatory design practices. As a researcher and designer, Siobhan pulls from anthropological theory and methods to help clients form deep and meaningful connections with their customers through culturally informed product development, service innovations, and brand direction.

Siobhan got her start as an automotive designer for General Motors working in many of capacities, including portfolio strategy, brand identity, as an interior designer in advanced pre-production, and in GM's production studios. She later made a career jump to become the lead woman's footwear designer for the Keds Corporation where, with a strong sense of history and Keds as a cultural icon, she helped bring style and relevancy back to this heritage American brand. Siobhan now works on research and design projects ranging from neighborhood engagement in climate change mitigation to health care products and pharmaceuticals, household consumer products, food and beverage, children's recreation, hobbies/crafts, urban pet care, and many more.

She holds an MFA in Industrial Design and is currently completing a Masters Degree in Applied Anthropology. Siobhan has instructed at the University of Illinois-Chicago, the Illinois Institute of Technology, and just joined the faculty of Wayne State University, where she is building a design anthropology program.

Her commitment to Design Makes Change is to help grow this initiative into a dynamic and impactful network of designers. Her mission through DMC is to who encourage local designers to turn their focus to Chicago neighborhoods and work to solve local issues through design.