

Wendy Uhlman

Associate Director, Design Research at Kelton

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Summary

With a 15 year background of work ranging from graphic and website design, journalism and design history, to industrial design, user experience and design research, translating and visualizing the consumer voice, needs, and desires into focused brand, design and business insights, opportunities and integrated solutions is a daily activity!

I am also driven by the belief that through a more holistic, purposeful, connected and responsible process in the creation of solutions, designers have the ability to make decisions and communicate ideas that are better for the environment, our health and the future. In addition, that thinking and acting more broadly and long term within design can not only change the way we make things, but use and inevitable after life.

Specialties

Research, Strategy, User Experience, Industrial Design, Team Leading, Facilitation, Innovation, Project Management

Experience

Associate Director, Design Research at Kelton Research

January 2012 - Present (3 months)

At Kelton, numbers are just the beginning. We believe that research is not just about finding the facts, it's about telling a good story. Research is about people, and finding out what makes them tick. How do mindsets, emotions, and environments influence how people think, feel and interact with the world? What do they crave, believe, laugh at and worry about?

Done right, research helps you connect with people in new and informative ways. Our unique research methodologies, intrepid interviewers and insightful analyses don't just give you the data: They bring the data to life.

Founder/Coordinator at Design Makes Change

March 2010 - Present (2 years 1 month)

A Non Profit Startup that supports an annual design competition for change.

2011 Challenge:

The Air We Breathe; The Chicago Clean Air Design Challenge is a regional design competition focusing on clean air in two of Chicago's most affected neighborhoods- Pilsen and Little Village.

Director at Unit 2 Collective

January 2000 - Present (12 years 3 months)

A non-profit studio focusing on cross disciplinary group projects, exhibits, dialogue, and open sharing of design ideas.

Design Researcher at Webb deVlam & R5 Research

May 2010 - January 2012 (1 year 9 months)

Webb deVlam is a brand strategy and package design firm, with focus on building brands through Discovery, Innovation and Design. Discovery brings the consumer into every project and makes a brand's relationship with it's consumer central to creating or refreshing brand equities and creating winning brand building strategies. Innovation means fresh brand thinking whether for new product development and design, brand image and identity, or either structural or graphic package design.

Industrial Designer, User Experience and Design Researcher at Dell & UIC Interdisciplinary Product Design Program

September 2009 - May 2010 (9 months)

Year long, collaborative group project working with engineers and MBA students for Dell to improve the computing experience for users through an innovative combination of products, system and Graphic User Interface.

1 recommendation available upon request

Designer/Assistant at International Housewares Association

February 2010 - March 2010 (2 months)

The International Home + Housewares Show offers you the opportunity to see first-hand consumer lifestyle and product trends for all areas of the home, both inside and out, under one roof.

Working with show organizers before the show and during on exhibits for Pantone Color Watch & Going Green.

1 recommendation available upon request

Strategy Consultant at Byron Roche Gallery

August 2008 - February 2010 (1 year 7 months)

Strategy, Identity and Website Development

Consultant - Graphic Design, Photography, User Interface/Website Design at Wendy Uhlman, Consultant

January 1995 - January 2010 (15 years 1 month)

Consultant work balancing various organizational responsibilities with the creative, to achieve client satisfaction.

Design Researcher at PDT / Product Development Technologies

September 2009 - December 2009 (4 months)

Exploration of painpoints and opportunities around Alzheimers evolving in the integration of design research within the product development process.

Design/Branding Consultant at PowerLeap

May 2009 - August 2009 (4 months)

Work with an alternative energy start-up devising strategy, product and system solutions to products that convert kinetic human energy into electricity.

1 recommendation available upon request

Design/Sustainability Consultant at Ecolect

January 2009 - June 2009 (6 months)

Sustainability consultant at a material resource web site working on a new Eco-Label, Life Cycle Analysis integration, and writing/blogging.

Design/Trend Consultant at Newell Rubbermaid

May 2008 - August 2008 (4 months)

Focus on consumer trend research, insights and integration into office product development.

1 recommendation available upon request

Supervisor & Organizer at Starbucks Coffee

January 2001 - January 2008 (7 years 1 month)

Within a corporate environment, responsibilities included team management, customer service, supervisory duties, ordering and event organization.

Volunteer Experience

Mentor at University of Illinois at Chicago

August 2011 - Present (8 months)

Skills & Expertise

Design Research

Industrial Design

User Experience

Design History

Photography

Graphic Design

Journalism

Business Strategy

Project Management

Education

University of Illinois at Chicago

BFA, Industrial Design, Minor in Design History, 2006 - 2010

Danish Institute For Study Abroad

Sustainability and CSR, 2009 - 2009

Harold Washington College

Liberal Arts, Art History, Anthropology, 2005 - 2006

University of Cincinnati

BS, Journalism and Graphic Design, 1999 - 2003

Honors and Awards

Inclusion in the book "1000 Ideas For Creative Reuse" and the exhibition - "Deceptive Design: Experiments in Furniture" at The Chicago Cultural Center, TCF Bank Supporting Excellence Award and Scholarship, Judith Ikenberry Memorial Award, Peter Langmar Memorial Design Award, Danish Institute Scholarship

Interests

Furniture Design, Yoga

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4 people have recommended Wendy

"Wendy is a talented young designer and researcher who is focused, well-organized, and thorough in her approach to the work. She is dedicated, creative, and has the ability to work well with others within interdisciplinary teams."

— **Stephen Melamed**, *Professor of Industrial Design/Interdisciplinary Product Development, UIC*, was with another company when working with Wendy at UIC Interdisciplinary Product Design Program, Dell

"Wendy is a terrific asset to any project. She helped me and my team immensely at a busy week-long trade show. She kept up with changing schedules, juggled numerous events and needs at the same time, and distilled information into actionable steps. She was a great help to us and kept me on track and saw problems that needed tending to before I did. She handled things quietly and efficiently in the background and deftly and efficiently in the foreground. She is personable with guests and offers valuable organizational skills --- a great combination for someone in a public role. She is a leader who can offer a thoughtful outline of big issues and can navigate solutions to the smaller ones."

— **Vicki/Victoria Matranga**, was Wendy's client

"To whom it may concern, I would like to recommend Wendy Uhlman as a candidate for a position with your firm. During her position as intern with POWERleap Inc., Wendy spearheaded and managed a new brand identity initiative for the company. She thoroughly researched our market segments, user experience, product identity, and existing brand strategies. In addition, she used her skills to shoot video, photos, and collect images for the new identity mission. She managed another intern throughout his graphic design execution process. The project resulted in a complete Company and Identity Guidebook. Throughout this project she exhibited excellent leadership skills and was able to apply her skills to effectively make decisions on behalf of the team. From client presentations to product renderings, Wendy executed on all tasks put in front of her with diligence, creativity, and proved herself as an asset to the team. Wendy is a talented, intelligent, and inspired professional and I would recommend her for any endeavor she chooses to pursue. Please feel free to contact me for any further inquires regarding this recommendation at the details below. Sincerely, Elizabeth Redmond President, POWERleap Inc. (734) 646-2853 elizabeth@powerleap.net"

— **Elizabeth Redmond**, *President, Director of Product Development, POWERleap Inc.*, managed Wendy at PowerLeap

"Wendy is a talented designer, creative thinker, and truly a team player. She is professional, disciplined, and

not afraid of a challenge. A great addition to any design team."

— **Charlotte Lux**, *Industrial Designer, Sanford Brands*, managed Wendy at Newell Rubbermaid

[Contact Wendy on LinkedIn](#)