

# Eliza McLellan

## Design Strategist



### EDUCATION

Master of Design:  
Design Innovation  
Massachusetts College of Art  
and Design, MA

Bachelor of Arts  
Architectural Studies  
Connecticut College, CT

Minor in Dance  
Connecticut College, CT

### PROFESSIONAL ASSOCIATIONS

Design Management Institute  
Congress for the New Urbanism

### PERSONAL INTERESTS

Adaptive Design  
Cooking  
Kinesiology  
Exploring architectural gems  
Paper folding

**Eliza** is a design strategist dedicated to finding **human-centered** solutions by means of an anthropological approach. She draws on a background in education, architecture, healthcare, and design to provide an interdisciplinary perspective. She believes all work is **collaborative**, and she enjoys connecting people and ideas to improve project outcomes. Eliza strives to make living and working more navigable and sustainable through the use of design methodologies.

### GRADUATE WORK

#### One Space

##### *Integration Lab*

Specified system to increase productivity by addressing digital, physical, and mental stimuli in the workplace. Identified workplace inefficiencies by reviewing literature and conducting observations and interviews. Reviewed current market offerings and determined need for a more holistic solution.

#### OverHear

##### *Augmented Reality Bootcamp*

Designed app that shares a listener's music in real-time with other app users in the approximate area. Met users 'where they were' to break through isolation by creating shared experiences. Produced wireframes and highlighted potential opportunities with market leaders to realize the product.

#### Dunkin' Donuts

##### *Market Insight Lab*

Contributed ethnographic analysis and recommendations for a beloved brand. Compiled a category history and market landscape. Conducted observations and interviews. Used analytical frameworks to produce insights and final recommendations.

#### BuildBPS

##### *Experience Design Lab*

Provided Boston City Hall with insights and recommendations to foster more meaningful community engagement during school renovation and construction projects. Worked alongside the Mayor's Director of Strategic Initiatives to provide realistic and cost effective solutions.

### EXPERIENCE

#### American Institute of Architects New York Chapter

##### *New York, New York*

Performed as liaison of six committees of The Post-Sandy Initiative, the first formal collaboration between New York City and the State of New Jersey. Assembled interdisciplinary team of architects, engineers, planners, and city and state politicians to produce resilient building solutions and recommendations for New York City. Led charrettes and panel discussions addressing housing and waterfront issues.

#### Massachusetts College of Art and Design

##### *Boston, Massachusetts*

Teaching Assistant for 'Rituals and Habits: Time Foundational Studio'. The class taught students to identify personal routines and execute time based pieces through 2D, 3D, and 4D media.

#### AVA Gallery and Art Center

##### *Lebanon, NH*

Program Director and Teacher for the 'Greg Hemberger Sustainable Architecture Workshop' for 6 years. The yearly weeklong workshop immersed students through discussion and charrettes in the fundamentals of construction, scale, and observing human behavior in relationship to the built environment.

### PUBLICATIONS

#### Master of Design Thesis, June 2018

##### *The Wait | Factors of the Emergency Care Experience*

Examines human and environmental interactions within hospital Emergency Departments that contribute to patient, visitor, and staff behaviors and experiences. Recommends a solution to set better patient expectations, easing patient uncertainty during wait times through autonomy, competence, and relatedness.

#### Why We Should Eat More Butter | The Convenient Confirmation Bias

##### *Medium*

Explains confirmation bias and outlines strategies to help avoid it.

#### Creating Equitable Options for Public Engagement

##### *Medium*

Illustrates the prototyping phase of creating new engagement strategies.