

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.