**Thursday Night** - Feb. 24

5:30 - 6:30 pm	Welcome - 2nd floor lobby Crabtree Building (CTB) <i>Pizza Social & Product Exhibition</i>		
Keynote Speakers Open to the General Public			
6:45 - 7:45 pm	Susan Perkins - 214 CTB <i>Tupperware</i> "Evolution of Design at Tupperware"		
7:45 - 8:00 pm	Break		
8:00 - 9:00 pm	Steve McDonald - 214 CTB <i>Face Plant</i> "Considered Design: Inspiration, the future, and staying curious."		

Friday - Feb. 25

9:00 - 11:45 am	Student Portfolio Presentations and Reviews 2nd floor lobby CTB & 145 CTB (Innovation Lab)		Spouse Roundtable 325 CTB (Sr. Studio) Words of wisdom for living with a Designer, Moderated by the ID professors' wives
10:45 - 11:45 am			
11:45 am - 12:45 pm	Lunch - 2nd floor lobby CTB <i>Spouses are invited</i>		
Workshop A			
1:00 - 3:00 pm	Ashley Menger Students Participate, Professionals Observe 122 SNELL <i>Frog Design</i> "Hybrid Design: Blurring the disciplinary lines"	Paul Backett Students Only 145 CTB, (Innov. Lab) <i>Ziba</i> "A consumer focused 360"	Social for Professionals - 2nd floor lobby CTB
3:00 - 3:30 pm	Break - 2nd floor lobby CTB <i>Refreshments</i>		
Workshop B			
3:30 - 5:30 pm	Ashley Menger Students Participate, Professionals Observe 122 SNELL <i>Frog Design</i> "Hybrid Design: Blurring the disciplinary lines"	Paul Backett Students Only 145 CTB, (Innov. Lab) <i>Ziba</i> "A consumer focused 360"	Social for Professionals - 2nd floor lobby CTB
5:30 - 6:30 pm	Dinner - 2nd floor lobby CTB <i>J Dawgs</i>		
Panel Discussion			
7:00 - 8:30 pm	Andres Parada, Dan Howell, Jacob Wilson, Nico Li - 250 CTB <i>Recent Graduates</i> "My Design Adventures post BYU" - Stories and a question & answer session.		
8:30 - 9:00 pm	Closing Social - 2nd floor lobby CTB		



Susan Perkins - *Thupperware Brands Corporation, Vice President of Global Design*

Susan Perkins is Vice President of Global Design for Tupperware Brands Corporation, a portfolio of global direct selling companies, selling premium innovative products across multiple brands and categories, through an independent sales force of 2.3 million. She began her career at Target stores, a 25 billion dollar retailer, where she won "Trend Merchant of the Year" and "Business Reinvention of the Year" corporate awards. Later Perkins was recruited by Zak Designs to create a fashion focused kitchen business. At Zak Perkins was responsible for Sales, Marketing and Product Development. She built a \$100 million business in 3 years. Tupperware recruited Perkins in 2006 to head the Product Design groups in Aalst, Belgium and Orlando, Florida. Susan Perkins and her husband, Shane, and their 3 children reside in Windermere, Florida.



Steve McDonald - *Face Plant, Principal*

Steve McDonald works as an independent Product Designer, based out of Park City, Utah. For the past 11 years he has worked exclusively with the Nike Innovation Kitchen as a Lead Innovator for a sub-group of the Kitchen call the "The Zoo". He helped to start Nike's Considered Design ethos and has played a significant role in many of Nike's most innovative products since 1989. He has also designed very successful products for Apple Computer, Patagonia, Burton Snowboards, Merrell, Esprit, K2, Kodak, Black Diamond, Fila, Jansport, frogdesign and many others. He lives in Park City, Utah, where he does his best to keep up with, and learn as much as possible from his 15 year old daughter and his wife, Lori. He has been the recipient of numerous design awards, including 2 IDSA Gold Awards. He recently was awarded a IDSA and Business Week Magazine, Bronze Medal for "Sustainable Product of the Decade" for the Nike Considered Chukka shoe, designed by Steve, Mike Aveni and Richard Clark.



Ashley Menger - *Frog Design, Senior Interaction Designer*

Ashley Menger is a Senior Interaction Designer at Frog Design in the Austin, Texas studio. She focuses on designing consumer experiences rooted in the functional and emotional need of users. Her work spans product strategy, brand development and interface design. Ashley specializes in contextual, experiential and participatory research methods in order to achieve an empathetic understanding of users needs. She is an advocate for making Design Research a valuable tool for clients by incorporating agile design efforts, and building actionable criteria to guide the design process. Ashley earned her MFA in Industrial Design from Savannah College of Art and Design. In the last 8 years she has migrated from ID to pure digital design and back to a balance of both with Design Research as her passport between disciplines. She recently travelled to Kenya for Movirtu and is currently fascinated with disruptive mobile phone practices in Africa.



Paul Backett - *Ziba Design, Industrial Design Director*

Paul is the Industrial Design Director at Ziba, an innovation and design firm based in Portland, Oregon. He is responsible for the design intent for all industrial design projects at Ziba, and leads teams on a variety of strategic and tactical design programs ranging from medical devices to consumer electronics, packaging and footwear. This diverse experience, coupled with the desire to immerse himself fully in the target consumers' world, has helped him deliver innovative brand building solutions for clients such as Nike, P&G, Philips Respironics and Dell. Paul enjoys uncovering solutions to problems of all sizes and finds the prototyping process to be an inherently rewarding part of design. Paul is an Adjunct Professor of Product Design at the University of Oregon School of Architecture and Allied Arts, and has co-lead studio classes for their BFA program in Portland. Prior to joining Ziba, he was a designer at Seymour Powell in London. Paul is a native of Edinburgh, Scotland; and holds a First Class Honors degree in Product Design from the prestigious Glasgow School of Art.



Andres Parada - *Gravitytank, Product Designer*

Andres is a product designer for the innovation firm Gravitytank located in Chicago. He has been instrumental in the designing and development of a number of products, environments and services in the areas of medical equipment, consumer electronics, fashion, soft goods, toys, franchise and outdoor equipment. Some of his clients include: Samsung, DKNY, Black-Berry, Roche, McDonalds, Pepsi, Fenwal, SCJ, RuffWear and Flextronics. Andres brings innovation to clients through conceptual thinking, storyboarding, prototyping and evocative visualization. Prior to being a product designer he did illustrations, graphic prints and mural paintings for a variety of corporations, schools and magazines in Sweden, Denmark, Spain, Italy and USA. He holds a BFA in industrial design from BYU.



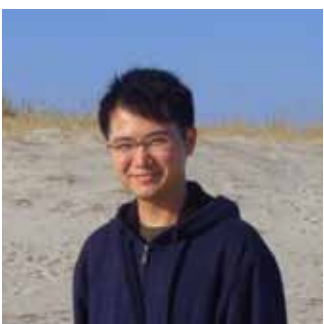
Daniel Howell - *BYU Marriott School of Business, MBA*

Dan Howell graduated in 2005 and went to work for Machineart Industrial Design, Inc. designing in juvenile products, motor-sports, electronics, consumer goods, industrial machines, and footwear. In 2007, he started doing freelance consulting, which included leading design teams in the conceptualization of new products, administering IT systems and corporate websites, as well as performing industrial design, CAD, and engineering services. He had considered an MBA for a while but decided to defer for another year while he built up more experience and skills. However, during General Conference in April of 2009, he says he felt impressed to revisit his educational aspirations sooner, specifically with the Marriott School. He is married to Charity and has three children, James, Isaac, and Lily.



Jacob Wilson - *Kate Spade, Fashion Designer*

Jacob Wilson is an associate designer at Kate Spade New York, a leading lifestyle brand of handbags, apparel, and home and fashion accessories. At Kate Spade, Jacob is responsible for designing licensed accessories including home, tabletop, bed and bath, technology, eyewear, and legwear. Previously, Jacob was an industrial designer at A2 Inc., where he designed home and kitchen products for Office Depot, Town and Country Living, Cambridge Silversmiths, Snapware, Worldwide Fred, Nambe, and Boston Warehouse. Before graduating and moving to New York, Jacob interned with Ziba-California in San Diego, California and Design Continuum in Milan, Italy. Jacob received his Bachelors of Fine Arts in Industrial Design from Brigham Young University School of Technology.



Nico Li - *Kaleidoscope, Interaction Designer*

Nico Li is an Interaction Designer at design consultancy Kaleidoscope in New York City. He has an Industrial Design background but has been practicing in Interaction Design since 2009. The scope of his knowledge of Industrial Design and his passion on Information Technology are fueling his work. He spends the majority of his time developing mobile communication device operating platforms and applications for Motorola Solutions. Previous to his role as an Interaction Designer, he was contributing to numerous Industrial Design projects for consumer goods, electronics and health care products of Fortune 500 companies. He earned his BFA degree in Industrial Design, as well as a few scholarship awards for academic excellence, at Brigham Young University in Provo, Utah.