

Bruce Claxton FIDSA

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blog;
LinkedIn

Accredited as an Expert Design Witness by the Industrial Designers Society of America, Bruce Claxton is an articulate and analytical design leader with more than 40 years of product development experience. He is an internationally renowned designer, manager, author, speaker and educator. An outstanding communicator, he transformed design thinking and innovation at Motorola and continues to support design innovation clients internationally. He is a highly recognized innovator. Recognized as one of the top 50 members of IDSA over the past 50 years.

Currently a full time professor at the graduate school of the Design Management faculty at Savannah College of Art and Design, Bruce is a guest instructor and helps develop design curricula for several universities worldwide. He led the design community's professional associations in the U.S. (previous president and chair emeritus of the IDSA), and abroad, and has been widely published and has addressed audiences worldwide.

He is involved with several universities globally to collaborate on programs around design, design thinking and innovation. Previously a board member of World Design Organization, and currently a regional advisor. He is currently a member of the Board of Directors for China Bridge International, a Shanghai based design research and innovation firm. He is published on multiple trade journals and Linked In, Weibo and China Design Online.

Bruce holds 62 patents.

Continues to consult with several companies in the U.S. and Mexico on innovation and design.

Education History:

Georgia Institute of Technology
Master's Industrial Design, MID

Cleveland Institute of Art
BFA, Industrial Design

Alumni: Creative Problem Solving Institute, SUNY, Buffalo, NY.
Alumni: Synectics, Boston, MA.

Previous Positions

Senior Director, Design Integration, Motorola Solutions
Director, Senior Manager, Manager, Sr Designer, Motorola

Senior Designer, Schick Electric
Senior Designer, SCM Corporation
Designer, Eaton Corporation

Accomplishments / Credentials

Assured Motorola as a thought leader and world-class design provider for more than 30 years. Maintained world leading market share from design excellence. Key accomplishments include a number of 'alumni' that have become design leaders in the field.

Responsible for all the industrial design of subscriber products and accessories for Motorola Solutions for more than 30 years.

Created and developed a world class design team with studios that spanned 4 countries to support an \$11 billion global business. (Plantation, Florida, Copenhagen, Denmark, Singapore and Penang, Malaysia)

Created a cross functional team that was based on the convergence of design and the social sciences in the early 90's. The design team included industrial design, graphic design, user interaction, psychology, anthropology and design research.

Contributed to global design thinking in a number of venues and nurtured a number of next generation designers. Raised the visibility of industrial design and helped to push the field into new boundaries. Helped to bring innovative and strategic thinking to business.

Achieved Master Innovator Status at Motorola with more 62 patents. Fewer than 40 people hold this status within Motorola Solutions.

Innovated new processes such as CAD to industrial design in 1983 and then again introduced 3-D printing in the mid 90's. Dramatic cycle time reductions were accomplished that drove product development at Motorola.

Introduced desktop publishing for productivity gains to the Motorola documentation team.

Helped foster a transition at Motorola from a technology driven organization to an end user driven company.

Organizations

Industrial Design Society of America (IDSA):

Past President

Board Chairman Emeritus.

Past District Vice President, IDSA

Past Chapter Chair, Florida

Helped establish Florida and Philadelphia chapters

Helped establish Mid Atlantic district for IDSA

Fellow, Industrial Design Society of America

Board Member, International Council of Societies of Industrial Design

Regional Advisor, World Design Organization

Board Member, China Bridge International 2013 - Current

Chairman of the Board, Aether Global Learning

Past Chapter Secretary Human Factors Society, Philadelphia, PA

Design

(Design contributions Include, the first NEXTEL phone, Several Talkabout Radios, Numerous professional two way radios, accessories, cordless phones, the first electronic typewriter, coffee makers, toasters, fork lift trucks and personal care products)

Publications

Published on Weibo and China Design Online currently in Chinese:

Why Do Products Get Canceled Before They Ship?
Sketchbook Thinking
Applying Process and Content for Better Thinking
Arrogance Will Kill Your Business
Pursuing the Wow Factor
Timeless Design

Published on LinkedIn in addition those mentioned above during 2014-2018:

Interview of Bruce Claxton by Carlos Martinez / Mexico City
Nurture Your Personal Brand. ReBoot Your Career
What If? What's Next? Creative Thinkers See it Differently
D.E.S.I.G.N.Applying a Creative Process for Innovation and Design Thinking
Building a Climate for Creativity: Trust and Transparency
The Future of 3-D Printing
Timeless Design: Why?
Sketchbook Thinking
Pursuing the WOW Factor
Arrogance Will Kill Your Business
Having Passion about Products and Service Design
Nurturing : A Key Part of Creative Thinking

Patents Issued:

Refine Search

IN/"claxton; Bruce A"

PAT. NO.	Title
1 D576,128	Housing for a communication device
2 D576,127	Housing for a communication device
3 D572,220	Housing for a communication device
4 D566,076	Housing for a communication device
5 D564,999	Housing for a communication device
6 D564,998	Housing for a communication device
7 D564,997	Housing for a communication device
8 7,322,166	Apparatus for unwrapping and transporting frangible wafers for ice cream sandwiches and the like
9 D541,741	Adaptor device
10 D540,765	Two way radio
11 D540,290	Radio housing
12 7,146,187	Portable communication device used as an accessory for a portable two-way radio
13 D526,995	Cradle device
14 D519,921	Charger device
15 6,959,203	Portable communication device used as an accessory for a mobile communication system
16 D510,332	Radio housing
17 D479,211	Portable communication device
18 D477,816	Communication device
19 D429,226	Handheld data terminal
20 D416,893	Housing for a portable communications device
21 D411,536	Front section of a portable radio
22 D408,811	Front section of a portable radio
23 D407,406	Speaker grille
24 D406,833	Front section of a portable radio
25 D382,253	Handheld data terminal enclosure
26 D380,468	Portable radio
27 D378,678	Portable two-way radio
28 5,535,435	Communication device using antenna having an offset
29 D362,227	Insert portion of a battery charger for a portable radio
30 D358,579	Insert portion of a battery charger for a portable radio
31 D358,147	Portable communication device
32 D356,790	Portable radio
33 D354,056	Housing for a portable radio/phone
34 D351,383	Two-way radio
35 D348,649	Exterior surface of the upper housing for a battery charger for a portable radio
36 D343,841	Portable radiotelephone charger
37 D343,614	Portable radiotelephone base station
38 D340,451	Portable radio telephone
39 D339,808	Portable radiotelephone base station
40 D339,128	Portable radio/phone
41 D336,650	Keypad and speaker grille portion of a portable two-way radio
42 D336,087	Housing for a personal cordless telephone
43 D321,692	Combined microphone and radio control unit or similar article
44 D313,024	Vehicular adaptor for a portable radio
45 D312,642	Vehicular adaptor for a portable radio
46 D302,688	Portable two-way radio or similar article
47 D302,687	Portable two-way radio or similar article
48 D302,686	Portable two-way radio or similar article
49 D300,928	Portable terminal or similar article
50 D299,226	Portable radio battery or similar article
51 D298,119	Battery charger for a portable radio or similar article
52 D295,511	Battery for a portable two-way radio
53 D290,121	Radio antenna or similar article
54 D283,888	Battery or similar article
55 D281,600	Radio pager or similar article
56 D280,507	Portable two-way radio or similar article
57 D279,181	Portable battery charger or similar article
58 D278,704	Multiple battery charging unit or similar article
59 D274,903	Battery charging unit or similar article
60 D271,766	Portable radio whip antenna or similar article
61 D270,070	Typewriter
62 D266,742	Print element container

Global Events and Publications
1996 - Current

November 2019

Keynote Speaker/ Design Conference
DUOC University, Santiago, Chile

August 2019

Workshop for STEM Students on Career Success
Motorola Solutions, Plantation, Florida

February 2019

Successful Design Awards Jury, Shanghai, China

August 2018

ZCOOL Design Awards Jury, Beijing / Online

May 2018

SCAD Design Management Conference
Panel Discussion, Savannah, GA.

April 2018

North Carolina State Conference on Design Thinking, Raleigh, NC
Keynote Speaker

March 2018

Australia Design Good Design Awards Jury, Sydney, Australia

August 2017

Workshop 2: Design Thinking and Creativity, Porsche, Atlanta GA.

May 2017

Workshop 1: Design Thinking and Creativity, Porsche, Atlanta GA.

February 2017

Workshop Design Thinking: Motorola Solutions, Plantation, Florida

June 2016

Lecture: SHIFT Design Camp, Tescumbia, AL

February 2016

Workshop on Innovation and Design Thinking:
Coppel, Culiacan, Mexico

Lecture and Workshop: Design Thinking and Innovation, IPADE MBA Program, Mexico City and Monterrey, Mexico

Lecture and Workshop: Design Thinking and Innovation, College for Creative Studies, Detroit, Michigan

April 2015

Certified Design Patent Expert Witness by the Industrial Design Society of America

February, 2015

Lecture: Design Thinking and Innovation, IPADE Executive MBA Program, Guadalajara, Mexico

April 2014

Lecture and Workshop: Design Thinking and Innovation, Savannah College of Art and Design

Lecture and Workshop: Design Thinking and Innovation, Georgia Tech, Atlanta, Georgia

March 2014

Led Auburn University Industrial Design Graduate School Recruiting Visit to China (5) cities

February 2014

Lecture: Design Thinking and Innovation, IPADE MBA Program, Mexico City and Monterrey, Mexico

May 2013

Guest Speaker, China International Design Conference, Wuxi, China

February 2013

Lecture: Design Thinking and Innovation, IPADE MBA Program, Mexico City and Monterrey, Mexico

May 2012 :

Member of the Design Jury, Australia International Design Awards

Speaker International panel, Apple Store, Sydney, Australia

October 2011:

Interview and article: Verbinding Magazine, Netherlands

August 2011

VideoPodcast IACP (International Association of Chiefs of Police)

Firefighter Netcast Internet radio interview

Fire Rescue International Show Speaker

Interviews IACP

Interviews and publications:

Fire Rescue International

FireHouse Magazine

Domestic Preparedness Magazine

FireChief Magazine

FireRescue Magazine

Article on Mission Critical Design

Empresas Panorama Universitario, Mexico City

July 2011

Interview: Tetra Today magazine (UK published)

May 2011

Keynote Speaker

Design is the Engine of Innovation

Universidad Mayor, Santiago, Chile

Media Round Table on Mission Critical Design/ articles published:

Terra

Portal Minero

Informatica
Salud
La Nacion
Area Minera
Trend
Mundo en Linea
Tecnos Mineros
Vida Empresarial
Estragia
Diario Financiero
El Diaro Diseno
Tecno Mercad

March 2011

Interview NBC 5 Chicago: Mission Critical Design for Firefighters

November 2010

Interview: Dagens Industri/
Swedish Financial Magazine

Speaker / Guest
Auburn University
Interaction Design Conference

Invited Speaker / Guest, Design Conference
Universidad Iberoamericana, Mexico City, Mexico
Ibero Design

August 2010

Keynote Speaker
International Assoc Chiefs of Police, Chicago, Illinois

Interviews FRI
Fire Rescue International, Chicago, Illinois
Spokesperson for Motorola media campaign;
'TechnologyThat's Second Nature'

Media interviews and articles:

Daily Herald, Anna Kukec

FireRescue/FirefighterNation.com, Shannon Pleper

Fire Apparatus & Emergency Equipment Magazine, Alan Petrillo

Firehouse Magazine, Tom Atkins

Fire/EMS Product News, Lisa Allegretti

FireRescue1, Jamie Thompson

National Fire Protection Association (NFPA) Publications, Lorraine Carli

Firehouse Magazine, Jeff Barrington

Firehouse Magazine, Harvey Eisner

Urgent Communications, Glenn Bischoff

Fire Chief, Mary Rose Roberts

International Fire Buyer, Paul O'Hara

EMS Magazine/EMS Responder.com, Deanna Morgan

Public Safety IT, Jennifer Gavigan

Fire Rescue Magazine, Bob Vaccaro

VAFireNews.com and Firefighter NetCast, Rhett Fleitz

Firefighter NetCast, John Mitchell

Go>Forward Media and FireRescue/FirefighterNation.com, Paul Andrews

Domestic Preparedness Magazine, Martin Masiuk

May 2010

Speaker

APCO International Show, Houston, Texas

Media Interviews and articles

Broadband Daily, Jim Barthold

APCO Public Safety Communications, Keri Losavio and Rich Alden

AGL magazine, Don Bishop

Law Enforcement Technology, Jonathan Kozlowski

Mission Critical Communications, Sandra Wendelken

Public Safety IT: Kirk Moen and Jennifer Gavigan

PoliceOne: Doug Wyllie and Bernadette Vernengo

Urgent Communications, Glenn Bischoff

Urgent Communications, Donny Jackson

Andrew Seybold, Inc., Andrew Seybold

Yankee Group, Andrew Mitchell

April 2010

Media Roundtable, interview, dialogue and articles
Tetra World Congress, Singapore

September 2009

Program Chairman
IDSA International Design Conference, Miami, Florida

August 2009

Interviews and articles
Monocle magazine, London, UK

March 2009

Keynote Speaker
APCO Australasia

Interview
Clear Magazine

Interview
CNET Asia, Singapore

November 2008

Interview / Video
BusinessWeek. 5 Questions, New York, NY

Guest Speaker
LimKok Wing University
Design School Asia

Asia Media Blitz
Interviews and articles

Channel News TV
Design taxi
Designer magazine
ISH magazine
Future government / Asia Security Review
Designer Sojourn
Gemsty blogspot.com
Round Design
Harian Metro News
The New Straits Times
Lowwat Net
Max-IT
PC Com

October 2008

European media blitz

Blueprint magazine
Creative review
New Design
Redes & Telecom
Behoerden Spiegel business journal
Designers Digest

Frankfurter Allgemeine newspaper

Middle East media tour (7) interviews and articles

August 2008

Interview
Government Technology Magazine
Mission Critical Communications Magazine
Business Week
Wired Magazine
Ambidextrous design magazine
Computer World magazine
Dow Jones
Electronic Design
Government Computer News
Government Security News
Information week
Law Enforcement Technology
PoliceOne Com
Public Safety Communications
Public Safety IT
RCR Wireless News
Unstrung
Urgent Communications / MRT

November 2007

Guest Speaker, China International Design Expo, Wuxi, China

August 2007

Guest Speaker
Global Design, Motorola Case Study Seminar
Week of information Exchange
Duoc, University of Chile, Santiago, Chile

February 2006

Facilitate Creativity Training for Faculty
University of Malaysia, Sarawak, Malaysia (Borneo)

January 2006

Interview Video
CNBC
Design and Innovation Trends

November 2005

Guest Speaker
International Trends Conference, Miami, FL

September 2005

Guest Jury Member
Braun Preis, Kronberg, Germany

June 2005

Jury Member; "Mentor To The Masters"
Fast Company
Design Masters Issue

April 2005

First Invited Guest Lecturer
"Making Art Work"
Cleveland Institute of Art, Cleveland, Ohio
"Creative Strategies for Innovation"

March 2005

Conduct Workshop
Penang, Malaysia
Penang Skills Development Council
"The Value of Design and Innovation"

January 2005

Interview
NY Times
IPOD shuffle article on design

November 2004

Emcee
Design Excellence Awards Ceremony
IDSA & BusinessWeek, Pasadena, CA

Keynote Speaker
Business of Design Week, Hong Kong, China

October 2004

Keynote Speaker
Asia Design Week, Wuxi, China

July 2004

Facilitated Industrial Designers Society
Of America Board of Directors meeting
As President, Calgary, Canada

Speaker
North of '49
Canada IDSA Conference on Design, Calgary, Canada

April 2004

Speaker
IDSA NE District Conference
Globalization & Design, Boston, MA

Speaker
Global Design, Motorola case study seminar
Week of information exchange
Duoc, University of Chile, Vina del Mar, Chile

March 2004

Moderate Panel & Speak
Structural Plastics conference &
Plastics News
Globalization & Design, Charlotte, NC

February 2004

Speak:
Design Awareness @ ASME Conference, Washington, DC

Facilitated Industrial Designers Society
Of America Board of directors meeting
As President, Scottsdale, Arizona

January, 2004

Facilitated Panel Discussion at
CES on design and innovation
Design Awareness, Las Vegas, Nevada

December 2003

Completed Masters degree
Masters Industrial Design (MID)
Georgia Institute of Technology, Atlanta, Georgia

October 2003

Interview by phone
New York Times Magazine
Opinion , Ease of Use : iPod article (Phone from Tsukuba, Japan)

Facilitated Creative Problem Solving Workshop
with China Industrial Design Association. Invitation, Taipei, Taiwan

Keynote Speaker
6th Asia Design Conference
Tsukuba University, Tsukuba, Japan

September 2003

Represented IDSA delegation @ ICSID, Hannover/Berlin, Germany

August 2003

Hosted IDEA Awards @
IDSA National Conference, New York, NY

May 2003

Speaker@ ICSID North America Meeting, Montreal, Canada

Represented IDSA @ ICSID
North America Regional meeting, Montreal, Canada

March 2003

Keynote Speaker
Structural Plastics Conference, Nashville, TN

January 2003

Interview
Wall Street Journal for IDSA, Phone

Facilitated a Creativity workshop
Savannah College of Art & Design, Savannah, Georgia

Sponsor/ facilitate
Design Charette
Savannah College Of Art & Design, Savannah, Georgia

December 2002

Complete Student design program with
Universidad Iberoamericana, Mexico City

October 2002

Won election for
President, Industrial Designers
Society of America

Facilitated a Creativity Workshop
Cleveland Institute of Art, Cleveland, Ohio

September 2002

Speaker and Host
International Design Management
Forum, Tsinghua University, Beijing, China

August 2002

Speaker
Georgia Institute of Technology
Industrial Design Program, Atlanta, Georgia

Facilitated a Creativity Workshop
Universidad Iberoamericana, Mexico City

July 2002

Inducted as Fellow
Industrial Designers Society
of America, Monterey, CA.

May 2002

Facilitated a Creativity Workshop
Universidad Autonoma
Nuevo de Leon, Monterrey, Mexico

Speaker International Design
Symposium
Universidad Autonoma
Nuevo de Leon, Monterrey, Mexico

Facilitated Student Program
Summary / Final Presentation
Universidad Iberoamericana, Mexico City

April 2002

Facilitated a Creativity Workshop
Southern District Conference
Industrial Designers Society
Of America, Atlanta, Georgia

February 2002

Facilitated Creative Strategy
Collaboration Session with
Stuart Karten Design, Los Angeles, CA.

Speaker at "Design Academy"
Roundtable Discussion
Ford Motor Company
Truck Design Studios, Dearborn, Michigan

Speaker at "The Good Business
Of Design" conference,
University of Michigan, Ann Arbor, Michigan

January 2002

Facilitated Student Program
Summary / Final Presentation
Universidad Iberoamericana, Mexico City

December 2001

Speaker:
Bringing The Fuzzy Front End Into Focus, Ft. Lauderdale, FL.

October 2001

Speaker: Design Nation 4
United Nations Of Design Conferences, Miami, Florida

Speaker: PDMA
Product Development Management
Association Annual Conference, San Jose, CA.

Taught class on design & creativity
Art Center College of Art & Design, Pasadena, CA.

September 2001

Facilitated Creative Strategy Session
For Motorola PCS Asia for '03
Portfolio, Seoul, Korea

August 2001

Facilitated creative strategy session
For CGISS Accessories Group, Schaumburg, Illinois

Interview on Design
New England Cable News Network, Boston, Massachusetts

June 2001

Keynote speaker
Pro E Users Conference, Reno, Nevada

May 2001

ABC News Interview
Designing for Aging, Phone Interview

April 2001

Article on Wireless Universal Access
Competition... cover story, Innovation Magazine

January 2001

Hosted 1st Student Competition
Wireless Universal Access Design

CES Show, Las Vegas, Nevada

MIT Media Labs/ Motorola Interaction
Skip Barber Training
Automotive Research, Laguna Seca, Ca.

October 2000

Guest Speaker on Contextual Research
Design Trends Conference, Tokyo Japan

September 2000

Invited speaker at
Plastics News Executive Forum, San Antonio, TX

March 2000

International Research
On Fashion & Design Trends, Milan / Paris / NYC

January 2000

One of 100 contributors to
China Policy on Design for the New Millenium
Beijing Industrial Design Promotion Organization Beijing, China

Contributed to Japan Policy
On Design for the new Millenium
Japan Industrial Design Promotion Organization Tokyo, Japan

September 1999

Facilitated 1/2 day workshop
On Creative Strategy generating
Industrial Design Society of America
Annual Meeting , New Orleans

August 1999

Contributed/ Participated in
Herman Miller's
Creative Workshop on
Office of the Future, Grand Rapids, Michigan

Invited: Contributing
Editor/ Design News
"Corporate Design", Tokyo, Japan

Facilitated
Creative Problem Solving
For Paging Smart &
Connected Products @ Motorola, Plantation, Florida

July 1999

Facilitated
Creative Problem Solving
For Engineering Culture / IDEN
Motorola, Plantation, Florida

Invited speaker at
IDSA National conference, Chicago, Illinois

June 1999

Invited guest speaker at
HP Labs, Bristol, UK

Invited speaker at
IDSA Northwest chapter
Meeting... Talkabout story, Seattle, Wash.

Invited speaker at
NEXTEL annual sales mtg, NYC, NY

Attended Creative Problem Solving Institute
Participant, Buffalo, NY

April 1999

Interviewed / article
Philadelphia Inquirer
Good Design Practices, Philadelphia, Pa.

Invited speaker at
Northeast Industrial Design
Conference
"Creativity in Business", Philadelphia, Pa.

January 1999

Award of Distinction
Ft Lauderdale Art Institute, Ft Lauderdale, Fl.

August 1998

Interview
Los Angeles Times
Talkabout Radio Story, Los Angeles, Ca.

July 1998

100 contributors to
"The Future Of Industrial Design ", Beijing, China

Invited speaker at
IDSA national meeting
"International Design ", San Diego, Ca

Forbes interview, Phone

May 1998

Invited speaker at
Art Center school of Design
"Talkabout Case History ", Pasadena, Ca.

Invited speaker at Industrial
Design & Human Factors
Conference, Dallas, Texas

April 1998

PDMA Product Development
Management Association

Speaker (virtual presence)
multi media , Atlanta, Georgia

Southern District Industrial
Design Society Conference
"Workshop on Creativity", St. Augustine, Fl.

Southern Industrial
Design Society Conference
Program Chair, (as District VP) St. Augustine, Fl.

Mideast Industrial
Design Society Conference, Pittsburgh, Pa.

Contributed to National Policy
on Design for China, Beijing, China

March 1998

Participated 4 person
UN delegation to China
on Industrial Design, Beijing, China

January 1998

Contributing editor
Innovation... '98 yearbook of design excellence
"Classics of Tomorrow" publication, January '98

March 1997

Created and taught
Creative problem solving to faculty and students
1 week course
Universidad Iberoamericana, Mexico City, MX DF

March 1996

Judge: Industrial Design Excellence
Awards
Business Week/ IDSA, Washington, DC

Student program @ BYU, Salt Lake City, Utah

Student program
Universidad Iberoamericana, Mexico City, MX

February 1996

Digital Clay Research
100 customers / 11 countries
Latin America

1991-1997

Design Instructor
Transportation Design
Art Institute
Ft Lauderdale, Fl.
'91-'97
(Helped develop industrial design curriculum)

**Professional Experience:
2009- 2014**

**Sr. Director, Innovation Design
Worldwide Radio Systems
Motorola Solutions
Plantation, FL**

More than 30 years experience in global leadership product design and innovation, with more than 25 years leading and directing Motorola innovation and design. Introduced design thinking into the innovation culture. Extensive experience in consumer and commercial product design.

Directed the design award-winning Innovation Design team for Motorola Solutions, Worldwide Radio Products Group, an \$11 billion global business. Provided strategic leadership to Motorola businesses that produce emergency communications, two way radios for public safety and fire markets, railroads, trucking, security, utilities, and government security. Led strategy and vision as well as implementation for product characterization of handheld telecommunications and data products equipment globally.

A Motorola Master innovator with more than 60 patents representing Motorola's highest achievement in innovation. One of 30 in the company to achieve this standing.

Recently concluded a two-year term on the Board of Directors of the International Council of Societies of Industrial Design for 2012 and 2013.

Currently a member of the Board of Directors for China Bridge International, a Shanghai based design and innovation enterprise.

Established the globally known Design Integration team at Motorola Solutions that operates at the convergence of the social sciences, art and design. Responsible for the design of Motorola worldwide radio products that have been recognized for design leadership and excellence for more than 25 years. Created a design philosophy driven by ergonomics and the social sciences resulting in a rational aesthetic that is user driven. This user centered design approach has led a strong initiative resulting in commanding market share globally. The brand initiative for the corporation is now centered on the end user and design. Led numerous international teams of cross disciplines to achieve leading innovative products.

Created and developed international design teams for Motorola's Radio Products Group located in Plantation, Florida, Penang, Malaysia, Singapore, and Copenhagen Denmark. The design teams consists of industrial and graphic designers, human factors engineers as well as anthropologists and psychologists for design research.

- Transformed the Government and Public safety businesses from technology to a user centered focus. The result is a major shift in thinking on design as a key differentiator for Motorola. The new user centered process drives innovation. The Design Integration group provides the insights to the unique attributes of the mission critical end user environments. Responsible for driving strategy for future products and roadmaps.
- Delivered iconic game changing design for key products that assure Motorola's global dominance in the mission critical and two way radio category. Beyond game changing, recent products have been referred to as game plan changers for competition. Numerous design awards have been received, most notably a Gold IDEA award for the APX 7000XE in 2011. This is added to numerous international design awards received each year for more than a decade.

- Product expertise includes consumer products, heavy equipment, personal care, business equipment, wireless communications and computing products.
- Program Chairman for the IDSA International Design Conference in 2009 in Miami, Florida.
- Invited speaker at 2013 China International Design Expo, Wuxi, China as an invited speaker.
- Invited guest lecturer at IPADE, a business school in Mexico, to conduct workshops in design thinking and innovation.
- Conducted a workshop in 2010 for Design Thinking and Innovation for Penang Skilled Development Council. This took place in Penang Malaysia and included local leaders from business such as Bosch, Intel and Motorola.
- During 2010, several international events took place from teaching and speaking at universities, to expanding awareness for Motorola's design leadership with key customers.

2001 - 2009

**Sr. Director, Design Integration
Worldwide Radio Systems
Motorola
Plantation, FL.**

- Acted as global media spokesperson for Motorola's Worldwide Radio products. Conducted several global media tours from 2008-2011 to share the story of Motorola's commitment to design and "Technology That's Second Nature". Locations included Asia, Australia, Middle East, Europe and North America. This campaign is built around design and usability.
- Past board chair and president of the Industrial Design Society of America (IDSA) 2003- 2006. IDSA is the largest design society in the world with over 3000 members. Driven multiple initiatives that brought new energy to the profession.
- Initiated efforts to create a Global Industrial Design Excellence Awards competition sponsored by IDSA and BusinessWeek, the competition had been domestic for over 20 years. The number of entrants doubled in the first year. During 2006, the program was renamed as the "International Design Excellence Awards". Initiated the change to create the IDSA National Student Merit award program celebrating the best of best students in the U.S.
- Led the IDSA society to a sound financial position.
- Driven outreach programs internationally to increase designer's sensitivity to East and West cultural issues. Share design perspectives on innovation with ASME, Society of Plastics, PDMA, etc. Led the IDSA delegation to ICSID (International Congress of Societies of Industrial Design) at the 2003 Congress in Berlin, Germany.
- Expanded Design Integration teams in Florida, Singapore, Malaysia and Copenhagen comprised of, designers, anthropologists, and psychologists with very strong links to engineering, business and marketing.
- Implement valuable user-based design -research methods worldwide. Direct research teams who implement design direction for numerous Motorola businesses globally. Market share increased from 20% to 80% in the UK for the Tetra based products during 2004 as a result of new approaches to customer relationships and research.

- Led collaborative user centered design process that was instrumental closing a deal with a major customer valued in the hundreds of millions of dollars for USPS. Other examples include newly formed relationships with NYPD, Broward Co. Sheriffs Dept in Florida and Met Police in London that will drive new business opportunities.
- Collaborative management style facilitates involvement and seeks initiative and creativity from team members. Integrated design approach merges talents of design, social sciences, engineering and marketing and results in thought leadership for the industry as well as the design profession. Internal business partners recognize design as the lead and most influential member of the development team.
- Established the human factors group as well as the usability labs in the U.S., Malaysia and Singapore as part of the integration strategy. Customers visit campus' to participate in creative generative research. The Malaysia facility is located in the Customer Solutions Center. Established the design research function for the businesses to augment market research.
- Apply 20 years of research in creative problem solving (CPS) body of knowledge to facilitate numerous CPS sessions that address a range of issue from engineering and design to future business strategies, for new directions for the corporation. Known globally for creativity processes in design.
- Influenced design thinking for design at Universidad Iberoamericana, Mexico City, Mexico through multiple student programs from 1996-2003. A continuing relationship has been developed for ongoing exchanges. During 2010, a week long visit included a symposium as well as several working sessions with students.
- Frequently lectures internationally at design symposiums and universities on innovation and design. In 2008, Bruce spoke at the National University of Singapore and the LimKok Wing University in Kuala Lumpur, Malaysia. This includes the China International Design Expo in Wuxi during 2013 in addition to 2004 and 2007.
- Led week long seminar series in March 2004 and again in August 2006 in Santiago and Vina del Mar, Chile at DUOC(Design University of Chile), with design leaders, government officials and local businessmen on innovation and design. This was repeated for the Universidad Mayor in Santiago, in 2011. The 2011 sessions included key Motorola customers and distributors. Numerous media round table events took place.
- Keynote speaker at a major design conference in Beijing in 2002. Other China venues followed 2004, 2007
- Keynote speaker at the Asia Design Conference for Kansei Engineering held in Japan and participated in the opening ceremonies honoring the Japanese royal family 2003.
- Held a one-day seminar in Taipei, Taiwan on innovation for designers and businessmen, 2003.
- Keynote a talk at the China Design Week in Wuxi, China in October, 2004. In November 2004 keynote to the "Design Is Good Business" Business of Design Week, Hong Kong, November 2004.
- Established relationships with leaders of design societies globally with a focus on Asia.
- Inducted into the IDSA Academy of Fellows in 2002.

Facilitated workshop on creativity for the University of Malaysia, Sarawak, Borneo Q1 2006. Conducted the same workshop for the engineering team at Motorola, Penang, Malaysia in 2008.

Additionally during this time, sessions took place at the Penang Skills Development Council, to share techniques on innovation and creativity with business leaders in Penang.

Completed a Masters of Industrial Design (MID)degree at Georgia Institute of Technology. December 2003.

Creative problem solving background includes Synectics, the Parnes method, and other techniques developed while pursuing a Master's degree at Georgia Tech.

1997 - 2001

Director, Design Integration

Personal Communications Sector

Motorola, Libertyville, Illinois

- Developed a Design Integration model structured to combine design, design research, user interface design, usability testing and human factors in collaboration with engineering and marketing to enrich end user satisfaction and delight. This convergence of design and social sciences reveals new insights and to strengthens the brand.
- Drives a process beginning with discovery that includes end users. The design process moves from observation and user participation to opportunity finding and ideation. Rapid product realization allows customer involvement at several points along the way to a new product. Design works with sales teams, engineering and the customer to elevate solutions and improve the acceptance rate of new products.
- Led collaborative student design research program with Universidad Iberoamericana in Mexico City that set the stage for a significant relationship with TELMEX.
- A "Gold" award for the "Talkabout" two way radio in the 1998 BusinessWeek International Industrial Design Excellence Awards competition.
- A "Gold" award from Business Week for the i1000 Communicator in 1999.
- The Talkabout series of products also won a "Gold" award for the "Design of the Decade" issued by BusinessWeek magazine and the Industrial Design Society in the 4th quarter 1999.
- Both products were accepted November of 2000 into the permanent collection of the Smithsonian as a result of the Design Triennial National Design Exhibit at the Cooper Hewitt Museum.
- Sponsored the first International Student Design Competition for Wireless Universal Design in 2001.
- Published interviews in Forbes, Wall St Journal, L.A. Times, NY Times as well as other trade publications. He also contributed to Design News Japan on leading design trends for the new millennium.
- Contributed at government requests to national policies on design for the new millennium for both China and Japan in 2000.
- Sponsored several student programs both in the U.S. and abroad.
- Served as IDSA district VP for southern region.

1991 - 1997

Director, Design & Communications

Integrated Dispatch Enhanced Systems Sector (IDEN / Nextel products)

Motorola, Plantation, Florida

- Developed first Nextel phone design direction and drove size requirements. A Gold IDEA design award was received for the i 1000 in 1999, as well as it being entered into the Smithsonian Museum and the Museum of Modern Art.
- Introduced rapid prototyping to the overall design process. Reduced cycle time by 10X. Productivity increased 3X by linking design process to engineering common tools. Design databases used for final tooling during 1992.
- Led numerous workshops on creativity and strategy generating for Motorola's international technical teams as well as for organizations outside of Motorola.
- Members of the DI team are considered leaders in the product development process. Many lead customer oriented meetings that engage marketing and sales
- Through active mentoring, alumni of the group have become directors of design, owners of consultant firms and vice presidents of product development at several companies internationally.
- Served as IDSA Florida chapter chair

1985 - 1991

Manager of Design & Communications

Land Mobile Sector

Motorola, Plantation, Florida

- Developed a Design process based on creative problem solving methodologies.
- Redefined traditional boundaries of industrial design and provided leadership to Motorola's product portfolio and businesses.
- Direct team interface with engineering and using common CAD tools and rapid prototyping move products quickly to market. Process dramatically reduces cycle time providing time to research and iterate ideas and concepts both aesthetically and mechanically. Lead continual innovation process for breakthrough products.
- Managed centralized computer aided design organizations that link to design as well as documentation groups. Led initiatives for 10X reduced cycle time for design with dramatic results. Created the human factors group as well as the usability lab.

Introduced personal computers for Documentation group reducing cycle time of user manual production dramatically. Reduced total production time by half. Eliminated typists. Expanded role of technical writers.

Introduced internal typesetting and page layout to documentation group. Elevated sensitivity of page layout and design to improve user friendliness of documentation. Installed internal network for added productivity prior to internet.

Eliminated in-house printing. Resulted in \$1 million savings. Implemented just in time printing. Eliminated service manuals, implemented on line reference.

Integrated holistic approach to link design, brand and documentation.

1982 - 1985

**Manager of Industrial Design
Portable Products Division
Motorola, Plantation, Florida**

- Manager of design, driving solutions for a variety of product categories. Completed design solutions for pagers, two-way radios, and PBX systems.
- Completed design for first hand held data terminal for service industry with two-way communications.
- Initiated first CAD applications for industrial design to coordinate databases with engineering. Design owned data for the external features of products

1979 - 1982

**Senior Industrial Designer
Portable Products Division
Motorola, Plantation, Florida**

- Designed several leading paging products for Motorola.
- Completed design for first fully ruggedized submersible public safety two-way radio

1975 - 1979

**Sr. Industrial Designer
Eaton Corporation, Philadelphia, PA.**

- Led project design process for numerous industrial trucks and heavy-duty equipment applying human factors principles as a driver for design.
- Secretary/ treasurer, Philadelphia Chapter, Human Factors Society, 1974-1976
- Vice Chair, Industrial Designers Society of America, Philadelphia Chapter. Co-chair for the 1976 IDSA annual conference. Part of cadre to start the IDSA activity in Philadelphia, 1974 and helped to initiate the local chapter..

1972 - 1975

**Sr. Industrial Designer,
SCM Corporation, Syracuse, NY. & Philadelphia PA.**

- Part of selected cadre to open Philadelphia design offices for SCM
- Designed numerous leading house-wares products such as coffee makers, toaster ovens, first electronic typewriters and other business equipment.

1971 - 1972

**Industrial Designer
Syracuse University Research Center**

- Developed design concepts for urban transportation system.

Provided Creativity, Design and Strategy Direction for:

Cigarette Racing Yachts
Eaton Corporation
Farberware
Litton Industries
Motorola
Mr. Coffee
Roche Harkins Design
Karten Design
Schick Electric
SCM Corporation
Syracuse University Research Corporation