

FOR IMMEDIATE RELEASE

Jeanette Numbers Elected President of the Industrial Designers Society of America Board of Directors

Accomplished Design Leader and Nova Design Founder to Lead IDSA into Its Next Chapter of Innovation, Inclusion, and Human-Centered Impact

HERNDON, VA — The Industrial Designers Society of America (IDSA) is pleased to announce the election of Jeanette Numbers, CEO and Founder of Nova Design, as the new President of the IDSA Board of Directors. A longtime advocate for industrial design, innovation, and human-centered thinking, Jeanette assumes leadership of the organization at a pivotal moment for the profession.

Joining President Jeanette Numbers on the IDSA Board of Directors are an accomplished group of leaders representing industry, academia, and entrepreneurship:

- Jorge Paricio, Associate Professor, University of Connecticut
- Christina Perla, Cofounder & CEO, Makelab
- Steve Kaneko, Partner Director of Design, Microsoft
- Surya Vanka, Founder, Authentic Design
- Crystal Wyndham, Director of Design, Cadillac Interiors

Welcoming New Board Members

IDSA is also proud to welcome two distinguished new members to its Board of Directors:

- Vivian Gomes, Co-Founder and Board Member, Human Factors Research & Design; Strategic Design and R&D Leader
- Alex Lobos, Director, School of Design, Rochester Institute of Technology (RIT)

Their expertise in research, education, innovation, and human-centered design will further strengthen IDSA's mission to advance the profession and elevate the impact of design worldwide.

A Vision for the Future

Reflecting on her appointment, Jeanette Numbers shared:

“Industrial design is about people first. When we get it right, we create products that improve lives. When we don’t, we end up with products people abandon. IDSA exists to make sure we keep asking more of ourselves. That is how we do better for the people we are designing for. And that is exactly why I keep showing up.

I did not take this role because of the title; I took it because I care about where this field is going. I have been part of this community for years as a member, then as chair of the Providence chapter, and ultimately as a national board member, because I believe industrial design done right changes people’s lives and leaves a lasting mark.

A key goal for me is supporting diversity of experiences, backgrounds, and perspectives, which fuel creativity and innovation across the field. That means supporting women in design, creating real pathways for emerging talent, and making human-centered thinking a standard, not a talking point.

Design for memory, not the moment. That is the work IDSA champions, and it is the work I have built my career around.”

Leadership Committed to Excellence

IDSA Chief Executive Officer Donté P. Shannon expressed his enthusiasm for the organization's new leadership team:

“I am deeply inspired by the extraordinary talent, vision, and commitment represented by this Board of Directors. Under Jeanette’s leadership, alongside our returning and newly elected board members, IDSA is uniquely positioned to elevate our profession to new levels of excellence. Their collective expertise reflects the very best of industrial design. From education and research to technology, manufacturing, and human-centered innovation. Together, this board will help shape a stronger, more inclusive future for design and continue advancing IDSA’s mission to create meaningful impact through design.”

As IDSA continues to champion industrial design's role in improving lives, driving innovation, and creating lasting value, the organization looks forward to the leadership, collaboration, and fresh perspectives this board will bring to the profession.



About IDSA

The Industrial Designers Society of America (IDSA) is one of the oldest and largest industrial design associations in existence, serving as the voice of the industrial design profession. IDSA advances the practice of industrial design through advocacy, education, community, and recognition, supporting designers who create products, services, and experiences that improve people's lives.

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