

Laaté Olukotun

creating the new :: enjoyable experiences at laate.com

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Professional Objective

Create and bring to market new compelling products and experiences for end users within an inspiring, innovative culture

Education

2003 - 2006

Institute of Design, Illinois Institute of Technology, Chicago, IL
Master of Design, Product Design

1994 - 1998

Yale University, New Haven, CT
Bachelor of Arts, Economics

Select Experiences

2007 - now

Steelcase Inc., Grand Rapids, MI • *Design Researcher / Core Team Member*

Cofounded Workspring – a rich-experience, high-performance offsite brand and business model launching November 2008 in Chicago. Developed this project from inception through implementation by expanding on the original vision of Steelcase leadership.

- Led research efforts that focused on reframing the opportunity by understanding the long-term macro trends and the latest emerging micro trends affecting today's workers.
- Developed a compelling platform and vision for the venture by facilitating discussions between thought leaders inside and outside of the organization. Led a team to develop and refine the business plan, financial model and overarching strategy.
- Led the development of the operations for the business. Responsible for conceptualizing and developing the website, back-end IT systems and processes.

2006

Jump Associates, LLC, San Mateo, CA • *Extern*

Co-developed a new design-led process for product initiatives within a specific product category for a Fortune 100 client. The work resulted in an aligned direction among stakeholders and a new product offering that has received high ratings from customers.

2005 - 2006

Museum of Science & Industry Demo Project, Chicago, IL • *Master's Candidate*

Co-developed a holistic, actionable design plan for the Museum with three teammates. This yearlong project followed the user-centered design process and culminated in a range of solutions presented to MSI's CEO. Several concepts have subsequently emerged as new offerings from the Museum.

Summer 2005

Mayo Clinic SPARC Innovation Program, Rochester, MN • *Design Strategist / Intern*

Collaborated with a multi-disciplinary team to create an actionable roadmap for the implementation of new staffing models, room layouts, products, and processes now being developed at Mayo Clinic.

2000 - 2001

Hill|Holliday, Strategic Consulting Group, Boston, MA • *Business Analyst*

Conducted secondary and primary research to coauthor deliverables for a range of products and services with clients in industries including high-technology, energy utilities, and sportswear.

1998 - 1999

Ab'strakt Pictures, Hollywood, CA • *Development Intern*

Reviewed stories, including the early drafts of *Kinsey*, while supporting production of *Nurse Betty*, starring Renee Zellweger, Morgan Freeman, Chris Rock, and Greg Kinnear.

Honors

May 2006

Graduate Outstanding Academic Achievement Award • Institute of Design, Chicago, IL

May 2006

Finalist, "Seamless Connectivity for Youth Project" • Motorola, Chicago, IL

Presented a concept for a handheld system designed for creating, sharing and selling stories.

June 2005

Best Experimental Experience Award • Mattel Design Summit, El Segundo, CA

Presented a concept for an interactive, flexible toy for open-ended play at Mattel headquarters.

Design & Entrepreneurial Skills

Sketching, ethnography, photography, 2D & 3D visualization, brainstorming, facilitation

Business case development, systems thinking, trend watching, storytelling, concept evangelism

Adventures

2003 - 2004

ImprovOlympic Theatre, Chicago, IL • *Improv comedy student*

Studied comedy in group scenes during three levels of classes.

2003

Outward Bound Canada, Black Sturgeon Lake, Ontario, Canada • *Certified instructor*

Developed facilitation and leadership skills during 30-day intensive outdoors program.

1997 - 1998

Men's Varsity Soccer, Yale University

Played midfield for nationally-ranked Division I soccer team.