

# LEON PAUL HOVANESIAN II

**Business Design Strategist** focused on **innovation** through **systems level thinking**, transforming ambiguity into opportunities that make a difference. Using **human-centered design** methods of research, strategy, service design, and storytelling to help **create value** for **user needs** and **business capabilities**.

2114 N Ave Chicago, IL 60647  
leonpaulh.ii@gmail.com  
954.673.7974  
[leontwodesign.com](http://leontwodesign.com) 

## EDUCATION

**Illinois Tech Institute of Design**  
Chicago, IL  
Master of Design (2012-2014)

**Rhode Island School of Design**  
Providence, RI  
BFA Illustration (1998-2002)

**Brown University**  
Dual Enrollment for Liberal Arts  
Anthropology Studies (2000-2002)

## AWARDS

Illinois Tech Institute of Design

- Jay Doblin Fellowship
- Okabayashi Scholarship

Rhode Island School of Design

- Merit Scholarship Recipient
- Dean's list for academic excellence

## ACTIVITIES

Co-Chair / Organizer

**Design Research Conference 2013**  
Two day event with 300 attendees, featured internationally renowned thought leaders speaking on balancing creative forces amidst complex systems.

## SKILLS

Ethnographic research, prototyping experiences, business strategy + human centered design methods

Administrative experience, college level teaching, trained public speaker

Highly skilled in traditional media, especially hand sketching and rapid visualization

In-Design/Illustrator/Photoshop/Premier  
Keynote/Power Point/Excel  
Universal laser cutter/3D printing

## WORK EXPERIENCE

### **Fjord Design and Innovation from Accenture Interactive: Business Design Lead, 2015-present**

Responsible for integrating human centered design methods with business strategies to develop innovations aligned with our global clients organizational needs.

- Identify and qualify research goals
- (Re) Frame problems to envision opportunity & strategic modeling
- Craft value propositions
- Lead concept development and prioritization
- Align business objectives to KPI's
- Create strategic road mapping from concept to implementation

### **Acquity Group, part of Accenture Interactive: Experience Designer, 2014**

Combined user research, interaction design, and strategy to deliver end-to-end digital business solutions. Assessed B2B2C needs + behaviors and translated into a service design platform to satisfy business needs and delight users.

### **SC Johnson: Design Strategy Contractor, 2013**

Supported Global Product Supply through intensive analysis into supply chain metrics and value flow. Conducted research with executives uncovering needs creating a strategic visualization of the demand planning forecast. Designed and facilitated storytelling workshop for over 120 world-wide executives and leaders during their annual business process counsel meeting

### **National Science Foundation: Antarctic Program Consultant, 2006-2009**

Committee member of thought leaders, scientist, designers, artists, and writers. Created criteria and reviewed submissions from the worlds premier creative thinkers & leaders to win unlimited access to the Antarctic Continent by the U.S. Government.

### **Rhode Island School of Design: Enrollment Management for Admissions: 2005-2012**

Implemented annual goals for highly competitive recruitment strategy. Led innovative re-framing of application requirements. Oversaw creation of social media channels to drive awareness. Pioneered outreach to South American market. Director of the President's Annual Art Award Program.

## SELECTED DESIGN PROJECTS:

### **FED EX: Small Business Research and Opportunity Design, 2014**

Conducted ethnographic research throughout the U.S., identifying trends and creating typologies of small-medium sized businesses. Modeled new paths to value by discovering opportunities based on typologies that drove offerings and services in the market.

### **Godrej & Boyce: Healthcare Design, Mumbai India, 2013**

Developed new healthcare model by co-leading a transcultural design team in Mumbai India. Conducted ethnographic research on the current state of healthcare delivery. Developed value-webs, used a diverse set of concept generation tools, and road mapped a systems-level solutions within the context of Indian culture.