

# LEON PAUL HOVANESIAN II

**Business Design Leader** with expertise **steering multidisciplinary teams** to create **reproducible strategies** with **actionable goals** and **measurable impact**. Extensive experience helping global organizations **innovate** by transforming **problems into opportunities** and being the voice of the business while **relentlessly human-centered**.

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## NOTABLE ACTIVITIES

### Co-Founder of Chicago Business Designers 2018-2020

*200+ organically growing member community dedicated to the understanding and advancement of Business Design.*

Organize bi-monthly events with notable speakers, workshop activities, and networking nights. Maintain subscriber base for email newsletter and *Slack* channel to engage the community between events.

### Co-Authored White-Paper: "Using Systemic Design for the Understanding and Evolving of Organizational Culture" 2019

Published and presented white-paper at the *Relating Systems Thinking and Design (RSD8) 2019 International Symposium*, built upon practical experience designing / implementing organizational culture change, employee experience, and human capital strategy.

### Co-Chair / Organizer Design Research Conference 2013

Envisioned, planned, and executed along with three other co-chairs a two day conference featuring internationally renowned keynote thought leaders speaking on balancing creative tension in complex systems.

## SELECTED PROJECTS

### Last Mile Innovation: New Transportation Models, Leader, 2019

Led team in partnership with one of North America's largest broadline food service distributor to develop last mile innovation. Focused on disruption driven by evolving consumer trends, fast moving start-ups, and digital leaders including Uber and Amazon. **Directed multi-market primary research including crafting of differentiated portfolio strategies, development of new concepts with viable business models, and presentation to the CEO with a vetted path forward for prototyping, piloting, and launching to target markets.**

### Re-Inventing Retail: Design-to-Service Launch, Leader, 2017-2018

Co-created new service subscription model to address the exponential growth of connected smart devices in the home with the largest U.S. brick and mortar consumer electronics retailer. Included everything from voice assistants, interactive security systems, televisions, refrigerators, and other appliances. Identified a unique value proposition to stay competitive against digital leaders such as Amazon. **Developed an end-to-end service vision with concepts/features, sound business model with metrics, and implementation roadmaps. As a result, the service has grown from an initial 2k subscribers at launch to over 2M.**

## PROFESSIONAL EXPERIENCE

### Doblin Group a Deloitte Business: Innovation Leader & Strategy Manager, 2019-present

Set the intellectual agenda and direct colleagues & clients to distinct differentiated outcomes as innovation leader of multiple teams. This includes identifying opportunity areas, concept creation/refinement, business model design, build/buy/partner growth strategies, market-entry, business case development, and roadmap creation. **Primarily focused on Consumer sectors of Automotive & Transportation as well as Energy, Resources, & Industrials.**

- **Managed budgets over \$2M during 2019 fiscal year spanning multiple project teams**
- **Collaborated directly with CEO's, CMO's, CTO's, and leaders of business units**

### Fjord Design and Innovation from Accenture Interactive: Business Design & Strategy Lead, 2014-2019

Business Design & Strategy Lead for Fjord's Chicago Studio. Responsible for integrating human-centered design methods with business strategies. Developed innovations aligned with global clients' needs. Instructed local talents in Chicago and guided other studios on these strategies and innovations.

- **Led the co-creation of new Fjord/Accenture I.P. offers in market**
- **Developed internal training on Business Design to ensure the capability is understood and accessible to Fjord's 2000 designers within the 33 global studios**
- **Led and delivered results across multiple industries and launched new offers/services to market at scale**

resume continued →

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## PROFESSIONAL EXPERIENCE CONTINUED

### AREAS OF EXPERTISE

- Human-Centered Design
- Business Strategy
- Service & Experience Design
- Lean/Agile/Digital Approach
- Organizational Design
- Digital Transformation
- Workshop Creation & Facilitation
- Team Building & Leading

### EDUCATION

#### Illinois Institute of Technology Institute of Design

Chicago, IL

Master of Design Strategy (2012-2014)

#### Rhode Island School of Design

Providence, RI

BFA Illustration (1998-2002)

#### Brown University

Dual Enrollment for Liberal Arts

Anthropology Studies (2000-2002)

### SKILLS

- College Level Adjunct Teaching
- Adobe Creative Suite (Id, Ai, Ps)
- Microsoft Office 365 (Excel, PowerPoint)
- Business Case Modeling
- Prototyping (Axure, InVision, Balsamiq)
- Rapid Visualization/Hand Sketching
- Professionally Trained Public Speaker

#### Acquity Group, of Accenture Interactive:

##### Digital Strategist & Experience Designer, 2014

Combined user research, interaction design, and strategy to deliver end-to-end digital business solutions. Assessed B2B2C requirements and translated user behaviors into a service design platform to better meet business and user needs.

- Developed new e-commerce solution for major U.S. agricultural and construction, machinery manufacturer by conducting user testing and piloting new features.
- Led development of a B2B/B2C experience framework for a leading chemical company in collaboration with their innovation lab

#### SC Johnson:

##### Design Strategy Contractor, 2013

Recruited by Global Product Supply to conduct intensive analysis of supply chain metrics and value flow. Led research with executives to discern needs that translated into a new strategic dashboard of the demand planning forecast.

- Developed user-tested low resolution and clickable digital prototype
- Designed and facilitated workshop for over 120 global executive leaders during annual business process counsel meeting

#### National Science Foundation:

##### Antarctic Program Consultant, 2006-2009

Served as annual committee member of thought leaders, scientists, designers, artists, and writers. Created criteria for reviewing and judging submissions from the world's premiere creative thinkers & leaders seeking to gain access from the U.S. Government to the Antarctic Continent.

#### Rhode Island School of Design:

##### Assistant Director of Admissions, 2004-2012

Co-created and implemented annual goals for recruitment strategy for top tier college for yearly admission. Included market strategy and quantitative data research of geographical and talent targets.

- Led innovative changes to application requirements
- Oversaw and managed creation of social media channels to drive awareness
- Pioneered outreach to South American market
- Director of the President's Annual Art Award Program