



Design at Scale

by Rosenfeld

@Design_at_Scale #DAS2022

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THEME 1: Design Practices in Times of Crisis curated by Kit Unger



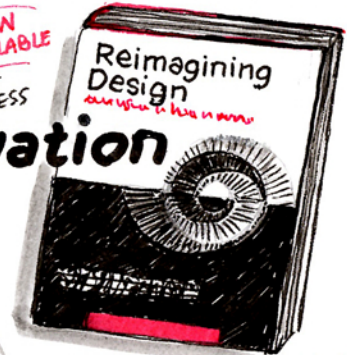
Reimagining Design: Unlocking Strategic Innovation

KEVIN BETHUNE

Founder & CCO - dreams • design + life

@kevinbethune @d_d_and_l

NOW
AVAILABLE
MIT
PRESS



ambitions

INTERSECTION OF
DESIGN & BUSINESS?

(There are many good
books already)

THERE IS A LOT TO UNPACK
ABOUT HOW WE, ACROSS OUR VARIOUS
DISCIPLINES, COME TOGETHER TO

BOOK CONTRACT
OPPORTUNITY
CAME AT BEGINNING
OF PANDEMIC

lived experience

'BECAME MY WRITING FOCUS

Everything is the way it is,
by design

People wrestling with compounding pandemics:

design thinking

VS.

design's positioning

WHO IS AT THAT TABLE Absolutely MATTERS

POLICE
BRUTALITY
HATE CRIMES
AGAINST ASIANS
VITRIOL IN
SOCIAL MEDIA

OVERT
challenges

COVERT
challenges

PERSONAL NARRATIVE
became the dominant
frame

multidisciplinary leaps

I had creative inclinations from my youth

DRAWING
is how I
saw the world

RAISED IN DOWN RIVER DETROIT (MICHIGAN)

MANY
ENTREPRE-
NEURS
ASKED FOR
MY HELP
In 2018,
FOUNDED
dreams • design + life

TED
MILAN
"The 4
Super-
powers
of DESIGN"

MULTIDISCIPLINARY
Inno-
vation
Centers

Funded
by THE
BOSTON
CONSULTING
GROUP

PEOPLE
CAME TO US:
Incubator
12-18 MONTHS

INFLUENCES
1. Nike commercials
2. Epcot Center
GM world of motion
concept cars!

WORKED
in
Los Angeles
to BUILD
PLATFORM

STUDIED
mechanical
engineering

and
worked in
NUCLEAR
POWER
GENERATION
INDUSTRY

Multi-
disciplinary
CONVERSATIONS

looking at
JOBS
I had a
UNIQUE
hybridity

studied
industrial
design
ART CENTER
Pasadena, CA

STUDIED
business
AT TEPPER
(Carnegie
Mellon)

WHAT ABOUT
creativity?

Product creation
High-performing
teams
Mission-critical
Trust-building

NIKE HQ
hired me as
BUSINESS
PLANNER
financial
operational
execs

COFFEE CHATS
led to
"side hustle"
EXPLORING PRODUCT
DEVELOPMENT
INTERESTS
GLOBAL FOOTWEAR
PRODUCT ENGINE

"REAL DESIGN"
Worked on the JORDAN
BRAND
~ 1 YEAR

space to unravel threads of
SOCIAL INBALANCE

breadth

- TREND CURATION
- FUTURE VISIONING
- HUMAN-CENTERED DESIGN

depth

- ETHNOGRAPHIC RESEARCH
- PRODUCT DESIGN
- PRODUCT DEVELOPMENT

fluidity

- NON FORMULARIC APPROACH
- SHARED RISK
- SHARED REWARD

unlocking strategic innovation



Clients skewed toward Internet of Things
(BECAUSE OF MY COLLECTIVE EXPERIENCE + APPROACH)

- Cryptocurrency
- NFTs
- Health & Wellness

THIS TEAM gives us
ABILITY
to look at
DISTANT TIME HORIZONS

Opportunities
for disruption

trends
REGULATORY
SOCIAL MOVEMENTS
POLICY

DIVERSE
INSIGHTS
INSPIRATIONS
& DATA POINTS

AS A BLACK MAN
IN CORPORATE
AMERICA this is very personal

WE SERVE A HYPERCONNECTED, MULTI-
FACETED, INTERSECTIONAL WORLD.
THE PLANET IS A STAKEHOLDER!

BROADER
ECOLOGIES

We must create
space to problem-
solve the
implications
of design &
business
decisions
FAMILY (MON)
AFFECTED IN
1950s

SKETCHNOTES: @mjbrodbent