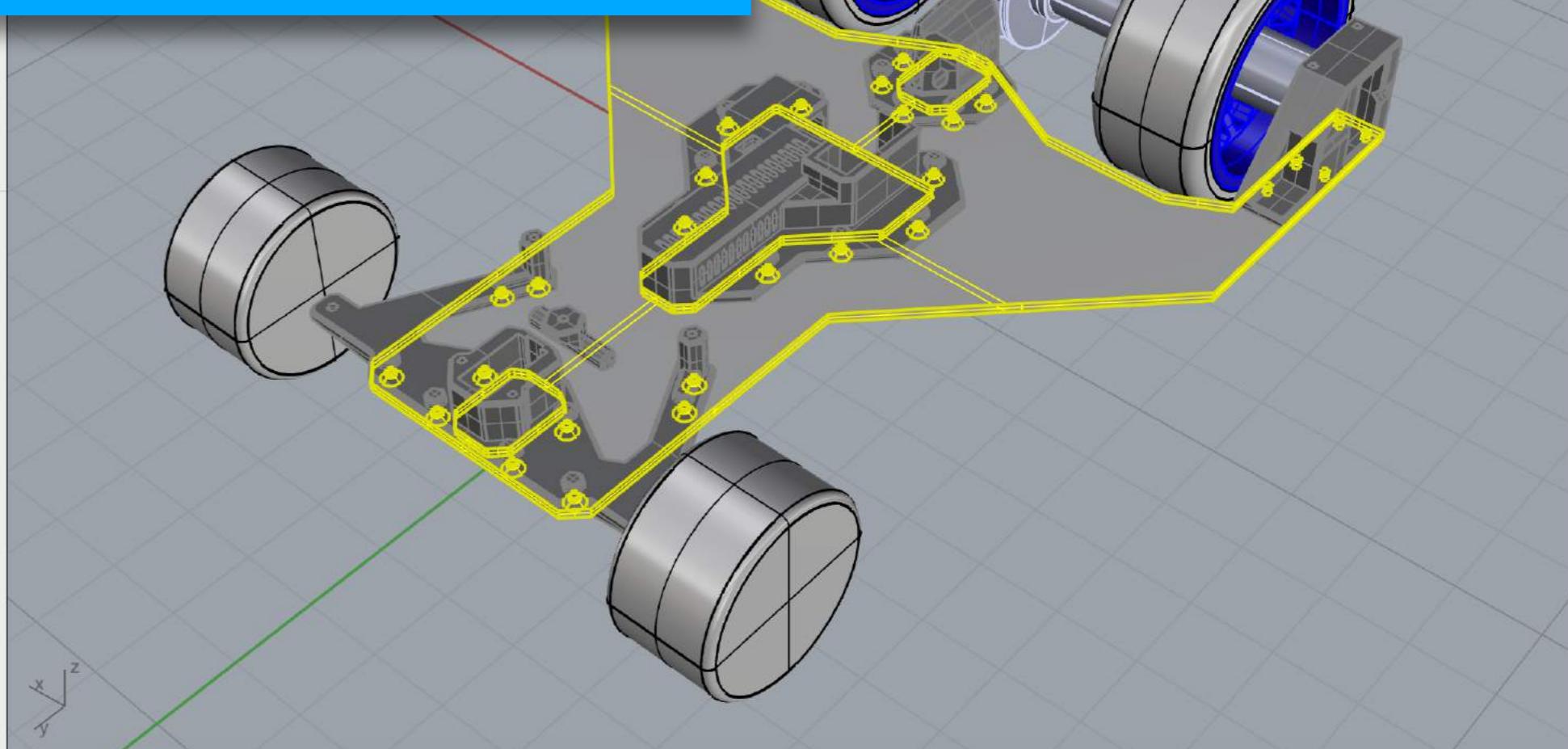
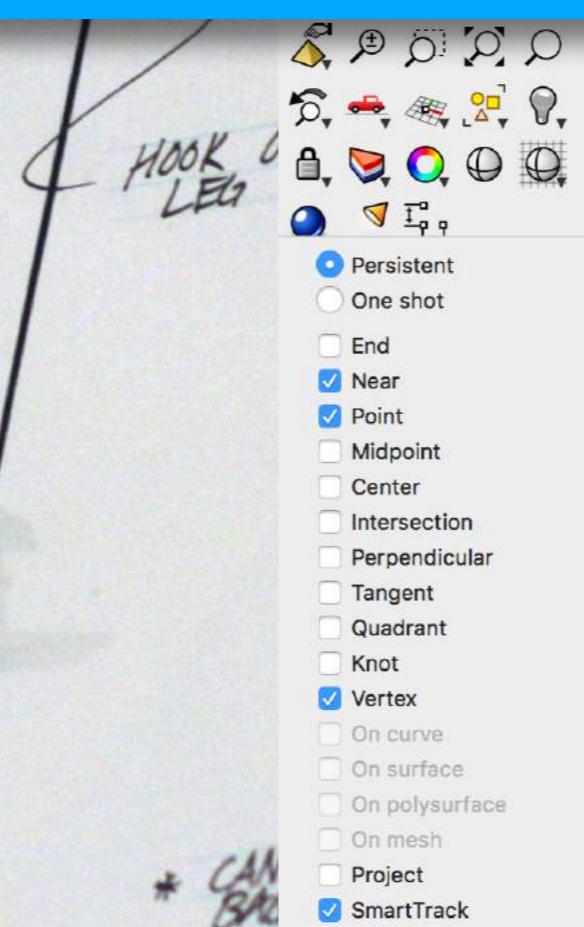
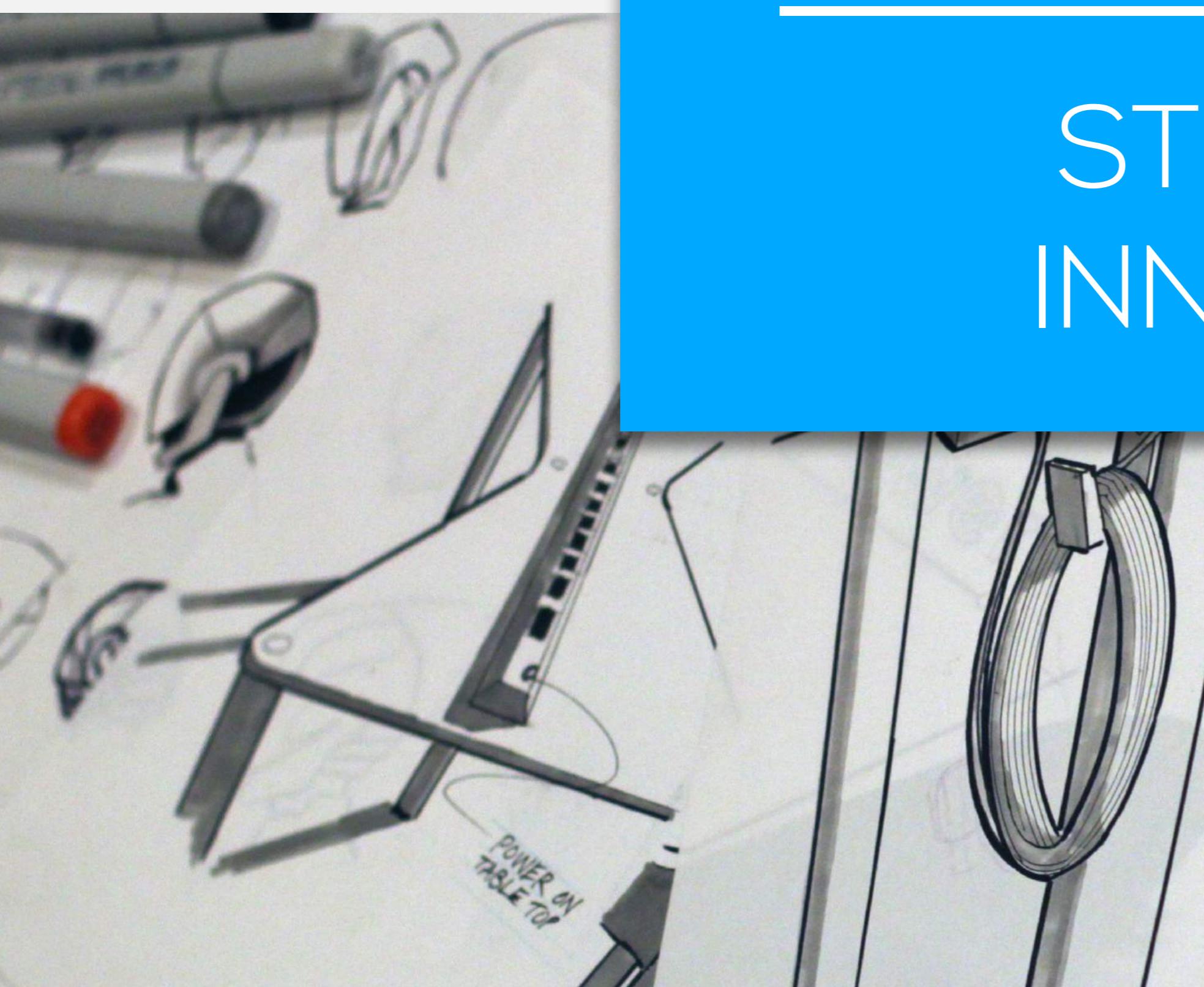




JOE KANE

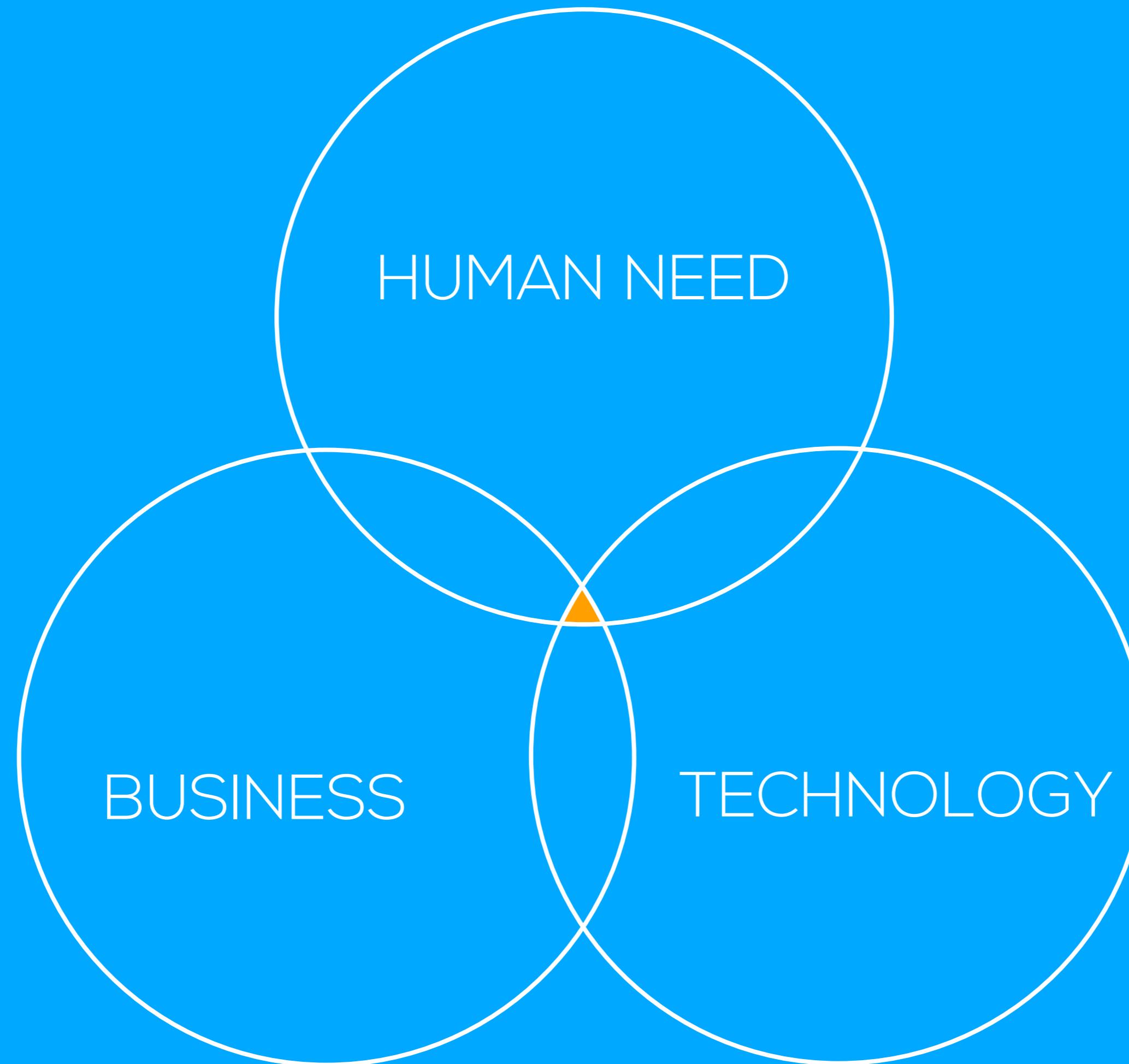
STRATEGIC
INNOVATOR



STRATEGIC INNOVATION

My design process is the result of combining two years of study in one of the most prestigious Industrial Design graduate programs in the world with an MBA and a lifetime of technological exploration. By designing at the intersection of human need, business, and technology I can ensure that the resulting innovation provides as much value as possible to all

the stakeholders involved, from investors to end-user. This creative skill set and methodology allow for solving complex unstructured problems that include product and service innovation, business model innovation, and organizational alignment and change.





2

RESEARCH

The first phase of any project is the “Get Smart” phase, during which I use research methods that allow me to better understand the quantitative information of the proposed area of innovation. This includes an exploration of STEEP trends (Social, Technological, Economical, Environmental, and Political) as well as trends within industries pertaining to the

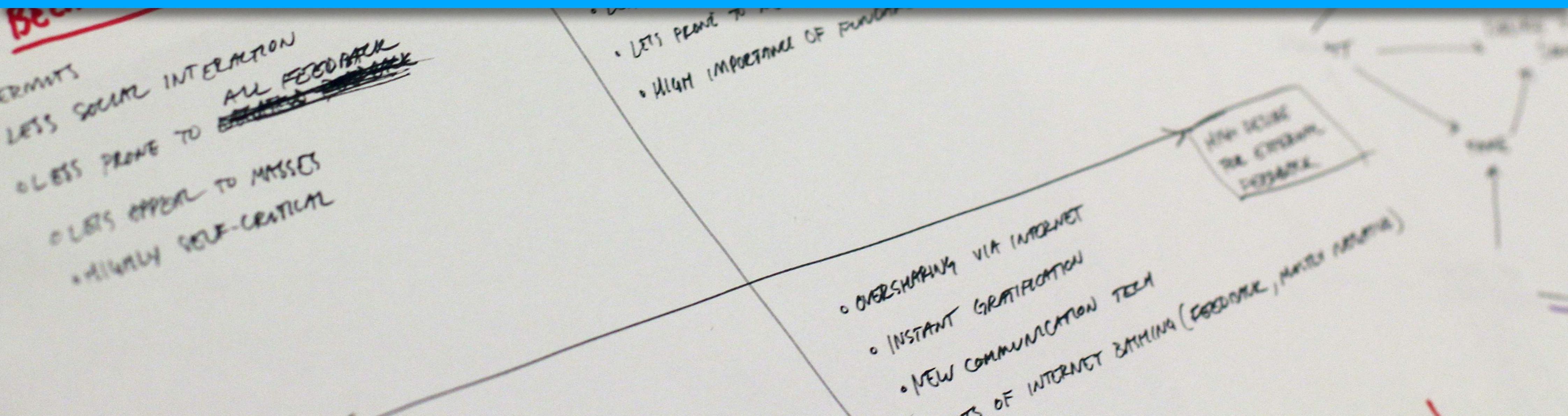
problem at hand. Once a target market is defined, I can conduct interviews with potential end-users using generative research methods aimed at uncovering latent wants, needs, and aspirations that provide deeper insight into the problem at hand. Information from the interviews is cross-referenced and organized in preparation for a Futures Study.



FUTURES STUDY

Using the information collected during the trends research I employ exercises for imagining the range of "most probable" future contexts in which the new offering could exist. By "painting a picture" of these futures and referencing the knowledge gained from the interviews I am able to better define the ideal customer and anticipate how both the customer and

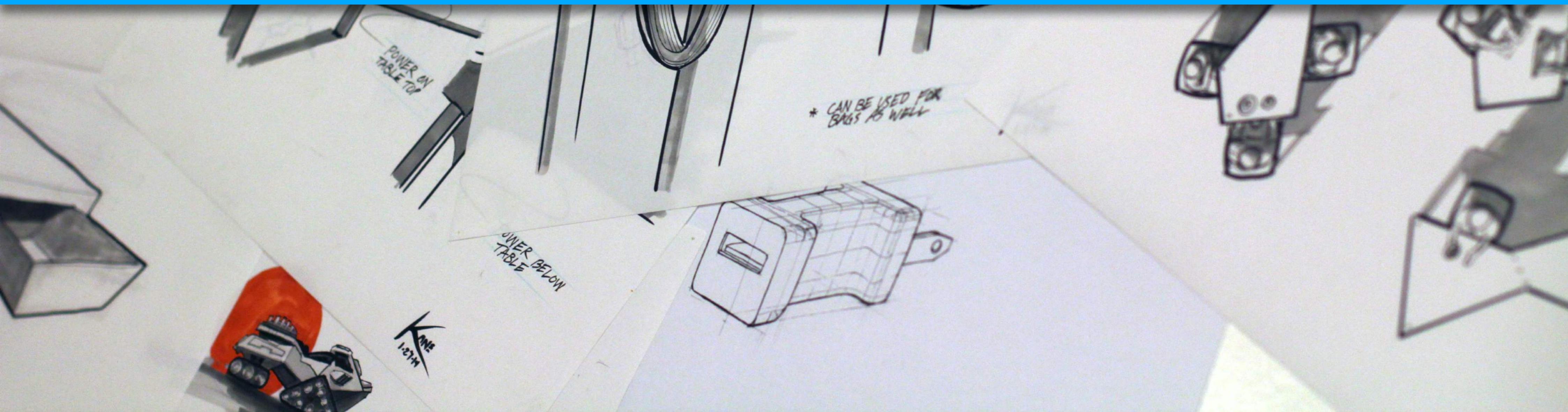
the proposed area of innovation will change. Once I have derived a better understanding of the probable state of that context 25 years in the future, I can then work backwards to determine the best course of action for an initial offering; One that will provide the most value to the current upstream and downstream stakeholders.



IDEATION

This phase begins with a brainstorming session in which the rejection of an idea is not allowed, regardless of how wild or incomplete the concept may be. Ideas that may not seem feasible for another 30 years are encouraged. Once the well of divergent ideas is exhausted the concepts are organized into buckets and the brainstorming converges by combining

components of the wide range of concepts. A smaller pool of well-rounded, attainable concepts is formed. Those ideas which hold the most promise of delivering value to the stakeholders are chosen for further development.

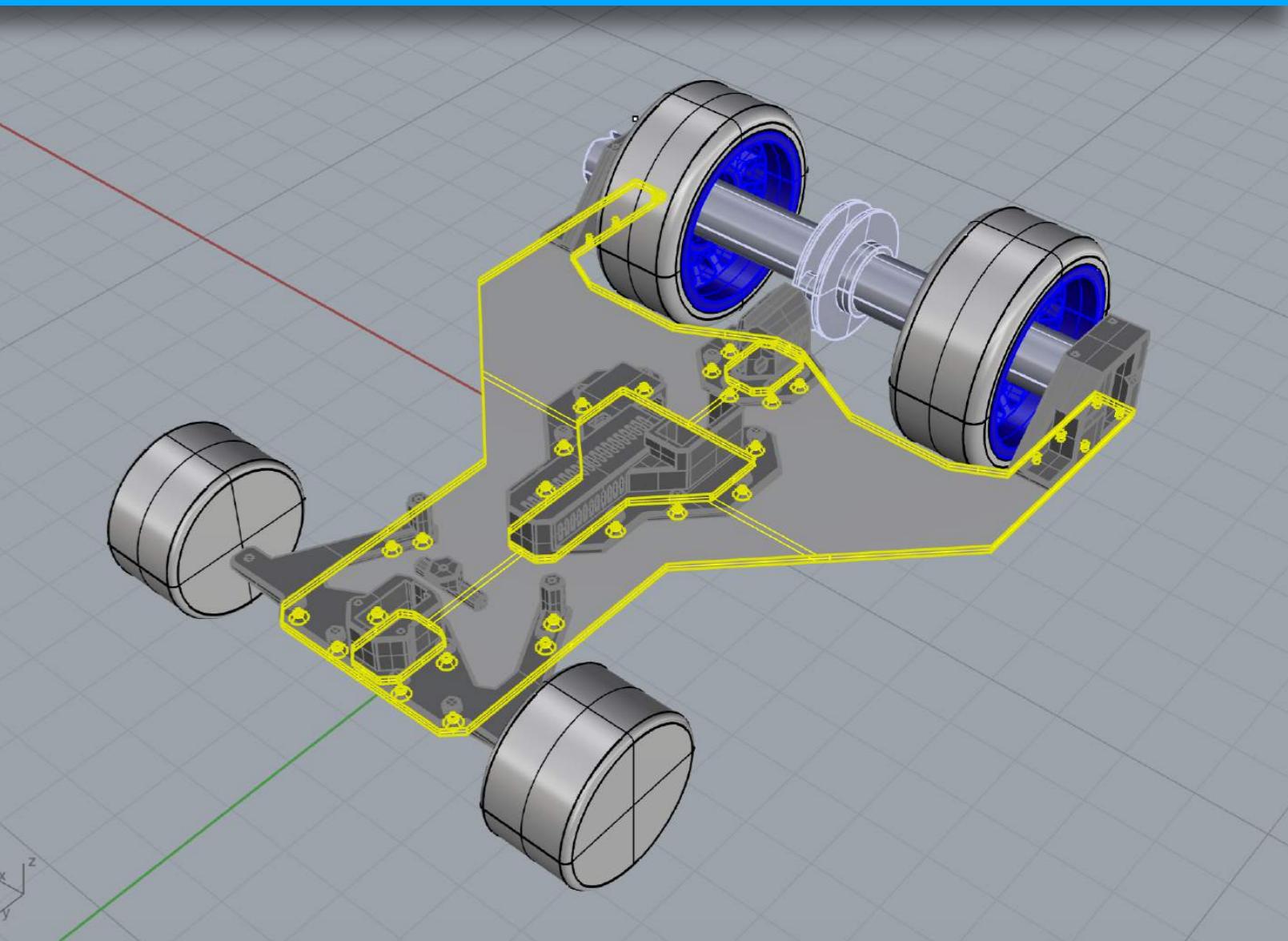
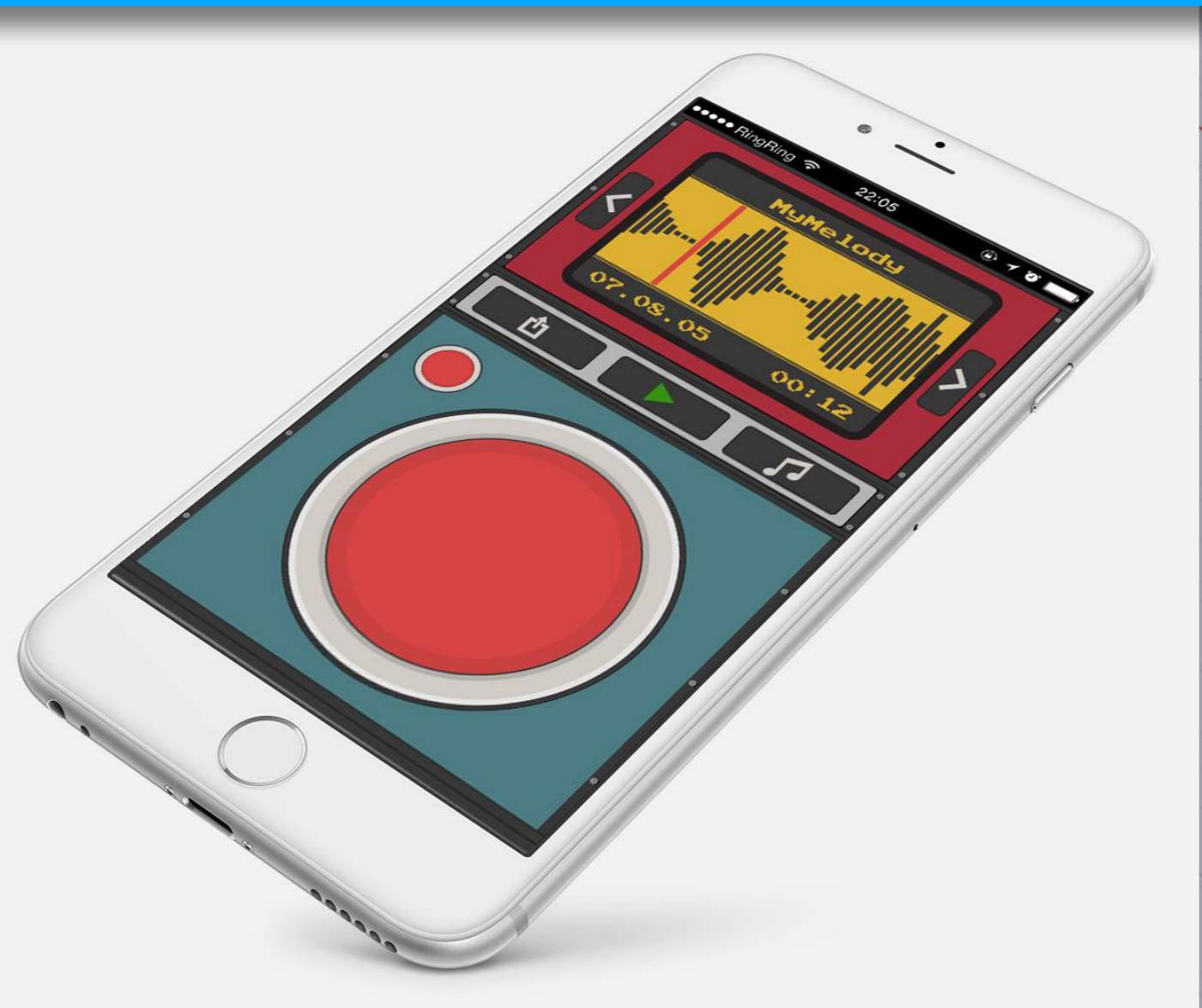
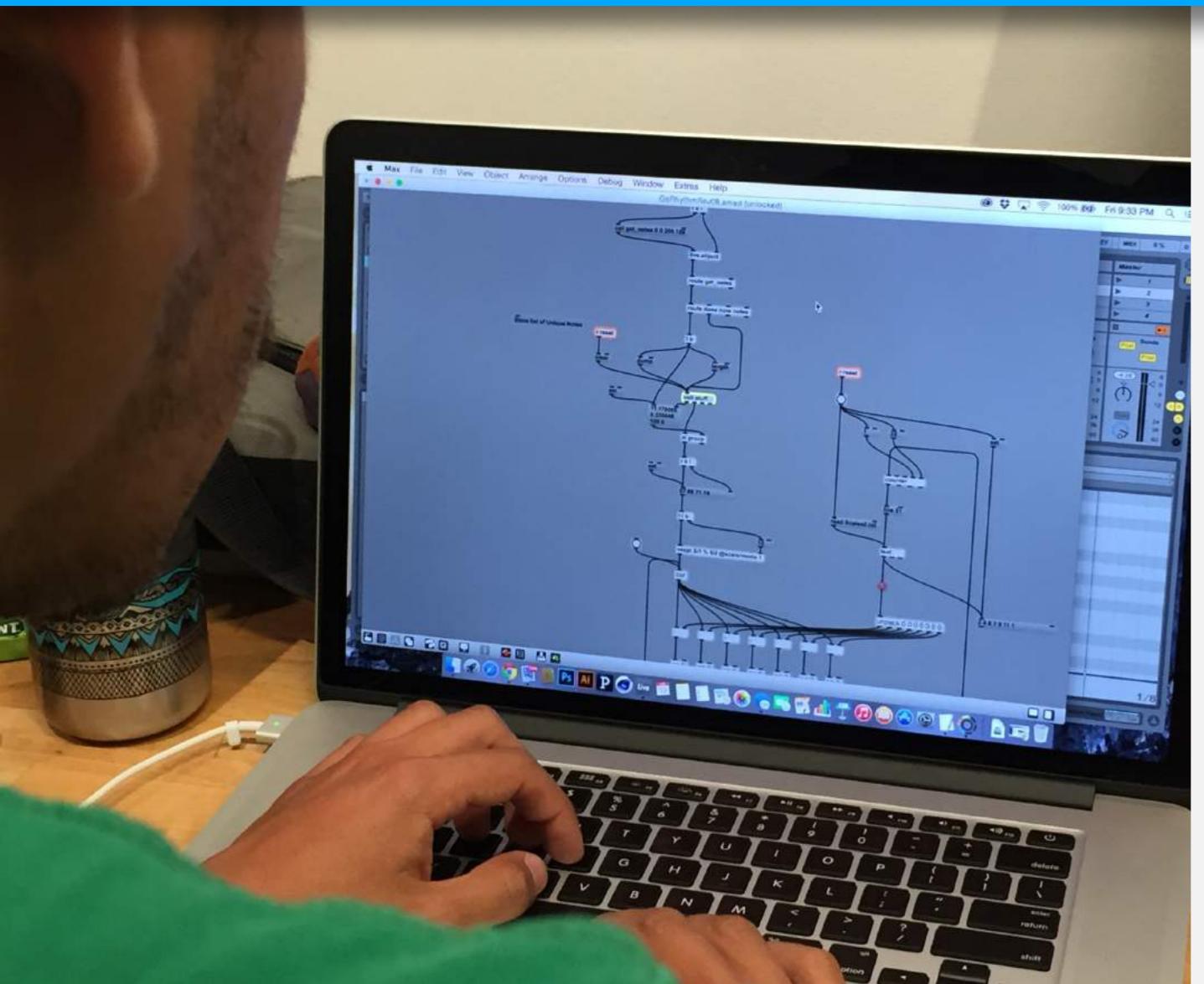




DEVELOPMENT

During development I use the value criteria determined during the research phase to make decisions while developing the form and function of the new offering. This ensures that the customers' needs will be met as fully as possible, and that the new business opportunity created will provide as much value as possible to investors. This phase typically involves concept

sketches, scale models, 3D renderings, and looks-like or works-like prototypes. As a seasoned coder and electronics enthusiast I am able to experiment in several different digital and physical environments in order to produce an accurate representation of the user experience for testing.





PRODUCTION

By employing rapid prototyping methods and leveraging my engineering know-how I am able to iterate quickly and produce functional prototypes that demonstrate the value provided by the new offering. Each prototype iteration is weighed against the evolving value criteria to determine which features are providing the most value, and where there is room for

improvement. This also provides me with useful information regarding materials and methods which I can then use to streamline the shift from production of the final prototype to manufacturing.





ABOUT ME

I was born (1984) and raised in Minnesota and spent my free time doing everything from ice fishing to building robotic arms. My Peruvian blood led me to warmer climates. I am currently living in Dallas helping startups develop their branding and pitches for investment.

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EDUCATION

ART CENTER COLLEGE OF DESIGN
Master of Science in Industrial Design
September 2013 - August 2015
GPA: 3.400

PETER F. DRUCKER SCHOOL OF MANAGEMENT
Master of Business Administration
September 2014 - May 2015
GPA: 3.679

EXPERIENCE

YELL HELLO
Co-Founder
October 2015 - Present
Providing startups in the Dallas area with industrial design services to aid them in acquiring investment.

UNI-SYSTEMS, LLC
Visualization Artist
June 2008 - August 2013
3D modeling and rendering of retractable roof mechanization for sports stadiums and other large kinetic architectural elements.

TOOLS

DIGITAL
3D modeling (Rhino, Solidworks, Sketchup, Cinema4D), Keyshot, Processing, Arduino, C+, Max/MSP AfterEffects, Photoshop, Illustrator, Sketch, InVision, Keynote, Microsoft Office, web (HTML, CSS, Javascript, Squarespace), Ableton

PHYSICAL
Sketching, rapid prototyping, woodworking, metalworking, moldmaking, automotive spray painting, analog circuits