Candace Brooks

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EDUCATION

MDes Human–Centered Product Design, 2004
Institute of Design, Illinois Institute of Technology, Chicago, IL

BFA Industrial Design, 2000
Massachusetts College of Art and Design, Boston, MA

BA Psychology, 1985
Boston University, Boston, MA

DESIGN RESEARCH, EDUCATION RESEARCH & STRATEGY

Education Development Center, Waltham, MA
Training and Technical Assistance Associate, 2014 - Present
Research Assistant, Waltham, MA 2010 - 2014

MassCAN (The Massachusetts Computing Attainment Network), EDC, Waltham, MA
Funded by a public/private partnership
MassCAN is a collaborative partnership between statewide organizations and school districts to bring computer science to students K-12 in Massachusetts and to increase the number of girls and under-represented populations studying computer science. Responsible for connecting school-level teachers to appropriate business partner organizations and resources.

Innovators' Institute - Philadelphia, Philadelphia, PA
Funded by Philadelphia Academies, Inc.
The development team designed an institute on innovation for cross-organization youth practitioners to develop innovative projects to empower students whether in or out of a school setting. The project centers on innovation design, change management and personalized coaching. Responsible for facilitation of innovation design sessions, creation of the online community space, and coaching.

Crystal Bridges Museum of American Art, Bentonville, AR
Funded by Crystal Bridges Museum of American Art
Part of development team that created an online course and digital content for rural high school students introducing them to the American art collection at Crystal Bridges and the workings of museums. The project won the 2015 Muse Award, which recognizes innovation, creativity, education, inclusiveness, and scholarship in digital media.

Equity Leadership Summit
The Equity Forum (internal EDC event).
Responsible for managing a team of 8 in conceptualization and planning of the first ever forum to introduce the broad range of project work happening at EDC to local individuals and organizations engaged in equity in education.

New Approaches to Urban Districts, Cross-District Learning
Funded by Nellie Mae Education Foundation
Part of the development team, which designed and facilitated a number of face-to-face meetings and webinars for 7 selected school districts. The group was divided into three communities of practice focused on blended learning, changing mindsets and performance assessments.

National Center for Scaling Up Effective Schools
Funded by IES sub award with Vanderbilt University
Responsible for conceptualization, planning, executing and facilitating professional development for teachers, assistant principals and district level employees. Planned and facilitated design charrette workshops for Broward County, FL and Fort Worth, TX as a way to teach design thinking to district and school personnel.

Can Visual Arts Learning Improve Geometric Reasoning?
Funded by National Science Foundation
The project sought to identify whether and to what degree there is a relationship between training in visual arts and learning in geometry for high school students. Responsible for data collection, data cleaning, and project coordination.

Brandeis University, Research & Project Strategist and Consultant, Waltham, MA 2010
- Designed and conducted a research study to assess how the Brandeis University community uses the 4-year old Goldfarb Library Information Commons.
- Identified several key themes that could lead to improved internal work-flow and improved customer service across the service points for the next iteration of the Information Commons.

Ximedica, Research & Project Strategist and Consultant, Providence, RI 2007 - 2011
- Created activity analysis maps, frameworks and scenarios to communicate the user experience to project/client teams.
- Discovered consumer insight patterns from client research and created research directives based on human factors for ongoing research activities.
- Designed and conducted a 10-month research project, created new business strategy which uncovered several new product line opportunities for a Fortune 100 client.

Procter & Gamble, Global Oral Care R&D, Research Consultant, Needham, MA 2008
- Conducted in-depth interview sessions with research participants.
- Worked with the brushing research team to analyze data and identify key research insights.
- Prepared research summary documents for the brushing research team.

Bose Corporation, Customer Experience Research, Framingham, MA 2006
- Created the design research capability for the New Ventures Group and Materials Science Research department.
- Designed and conducted research activities for a technologically innovative product.
- Spearheaded the restructuring of the stage-gate process to include a broader and substantial use of design research in the product development process.

Insight Product Development, User Research, Chicago, IL 2004
- Conducted research, which uncovered insights that identified and framed opportunity areas for a new product line.

- Examined customer purchasing behavior and identified ways to improve the shopping experience.

Steelcase, Inc., User Research, Grand Rapids, MI 2004
- Designed and conducted a usability study to validate prototype efficacy.
- Translated research insights into specific and actionable recommendations that informed further product design development.

TEACHING EXPERIENCE

Massachusetts College of Art and Design, Boston, MA
Adjunct Faculty - Industrial Design and Art Education, 2006 - Present
Assistant Professor Industrial Design department, full-time, 1-year contract academic year 2009

Courses taught:

Industrial Design 2006 - Present
- Design Principles (Sophomores)
- Industrial Design 4 (Seniors)
- Degree Project: Research (Seniors)
- Human Factors: Ergonomics (Sophomores)
- Portfolio and Professional Practice (Juniors)

Art Education 2009 - 2011
- Interdisciplinary Portfolio II
  (all class levels)

PROFESSIONAL DEVELOPMENT

- **NewCo. Boston, presented by MassTLC**
- **Coalition of Schools Educating Boys of Color (COSEBOC) Regional Gathering: Boston**
- **Connecting Advances in Learning Research and Teacher Practice: A Conference about Teacher Education.** Teacher's College, Columbia University, New York, NY (7/2012)
- **Colleges of the Fenway, Teaching and Learning Conference 2009** (10/2009)
  Effective Assessment: Tool for the Classroom and Beyond
- **Harvard Graduate School of Education, Project Zero Classroom** (7/2009)
  Project Zero is an institute, which explores the best practices for teaching and learning. Participants learn how to help students develop creative and critical thinking skills and develop assessment tools which further students' understanding.

PRESENTATIONS / FACILITATION

- **Boston Regional Digital Equity Summit, UMass-Boston** (3/2016). Facilitated a roundtable discussion and a breakout session on what are the most pressing digital divide challenges facing our communities and what kind of combined effort can tackle them?
- **Ford Next Generation Learning – Power of the Network: Sharing, Caring, and Daring 2014 Conference** (10/2014).

Presented our work describing the development of the Innovators' Institute - Philadelphia. Conducted a design charrette to demonstrate the type of activities that the i2 Fellows completed.

- **NERCOMP** (Northeast Regional Computing Program) **Usability in Libraries and Beyond** (11/2009).
Presented a talk on how college-level library and IT professionals could utilize user-centered thinking and methods as a way to provide a more useful and cohesive collection of services to their constituents whether they are students, faculty or community members.