

JennyKinard



Jenny Kinard is an established creative leader with over 15 years experience bringing award winning products, services and brands to market. She is known for her interdisciplinary approach that pushes the boundaries of the field, investigating how the process of design and strategy can be used to solve contemporary global challenges, foster innovation and drive organizational change.

She has held positions at some of the top global design agencies and Fortune 500 companies including her most recent role as Creative Director for Procter and Gamble, leading design from product innovation to brand identity for billion dollar brands. She has also worked as a creative lead, researcher and strategist for design studios in Barcelona, Spain and Boston including (eleven) and Altitude. Her many cross industry collaborations include Braun Design, MIT Media Lab, Sacchi & Sacchi, BBDO, Smart Design, Landor and with artists in Barcelona and Boston.

Jenny brings her leadership and diverse experience in the global industry into her practice and classroom with an emphasis on critical problem solving, user centered and participatory based design. Dedicated to education and social impact, she is currently an adjunct professor in the Industrial Design department at MassArt and has been a mentor and critic at Rhode Island School of Design, University of Cincinnati, Boston Architectural College and more

Jenny holds a Bachelor in Industrial Design and a Minor in Art and Design from North Carolina State University, graduating Magna Cum Laude 1999. Her awards include an IDSA Gold, Dupont Packaging Gold award for Sustainability, Rebrand 100 Award, three Ameristar excellence awards and over fifteen design and utility patents for work on Venus, Gillette, Oxo, Dawn, Ivory and more.

Professional Experience

Design Consultant/ Collaborations Jenny Kinard Design Cambridge MA August 2013 - Present

America's Test Kitchen, Brookline, MA

Provide expert analysis to Senior Editor and team on products for the Cooks Illustrated product review editorial.

Lucas Mulder Photography, Boston, MA

Collaborative photography series investigating a visual story of Industrial Design studio life entitled 'MassArt Rm. 617'.
<http://www.lucasmulderphoto.com/massart/>

Unshelter, Cambridge, MA

Brought on to assist in designing an architectural solution for a Fortune 500 company that supports and encourages innovation. Led overall strategy of space usage, office design and furniture selection for vision based on working zones of brainstorming, individual focus, group collaboration and impromptu sharing of ideas.

Design Leader/ Creative Director, Global Shave Care Procter and Gamble, Gillette Boston MA August 2012 - July 2013

Responsible for the overall design and brand equity of the Global Shave Care portfolio including Gillette Venus.

Design representative on the Leadership team collaborating with marketing and stakeholders to elevate and leverage design as a strategic capability to drive business.

Creative Director of Gillette, Venus overseeing all projects from new products, packaging, brand identity, campaigns, digital and in store to ensure cohesive brand presence and marketplace communication.

Directed the first complete restage of the Venus brand across all product skus and brand touch points to elevate and modernize the brand which has already won several industry awards.

Managed a 2 million dollar annual Design budget and staff, from running daily creative reviews, maintaining iconic assets, managing programs and uniting multiple creative agencies and business partners to vision.

Created Gillette packaging strategy for improved shelf appeal, intuitive consumer use experience and modular manufacturing system which increased efficiency, improved costs and sustainability.

- Restage of Venus brand and global roll-out including over 300 skus for product, package, brand identity, in store, campaign and online presence for all razors, cartridges and shave prep
- Gillette packaging category wide vision including Mach3, Proglide, Fusion, Art of Shaving and disposables
- Loft studio creation for inspiration, design workshops, lectures and leadership reviews

Global Design Manager, Front End Innovation Procter and Gamble, Gillette Boston MA May 2008 - August 2012

Brought to Gillette to champion creating a culture of innovation by implementing such processes as cross-disciplinary design thinking, long term strategic vision and design language and was given the leadership award for building diverse and collaborative relationships for these efforts.

Educated multifunctional teams on the value, process and infrastructure of design as a core competitive advantage, sharing best practices across the company.

Developed and implemented portfolio strategy including disruptive product, brand, organizational, online and service solutions to transform the Global Female Beauty and Grooming business over the next 20 years.

Created new methodologies for advancing Gillette Design including partnering with MIT Media Lab, creating pop-up design spaces, internal Ipad/web applications, hosting "open house" cross disciplinary brainstorming and idea workshops and leading creative panels and lectures.

Created and moderated consumer research protocol methods including at-home interviews, shop alongs, eye tracking, insight journals, ethnographic, qualitative, product, packaging, brand identity, in-use and ergonomic studies.

Designed and responsible for 13 successful global product and sustainable package launches between 2009 -2015.

- Venus and Braun female grooming 20 year product, service and business innovation pipeline strategy
- Venus product design language
- Venus packaging design vision and manufacturing guidelines
- Venus structural packaging complete redesign and global roll-out
- Venus "Swirl" new product, packaging and branding launch
- Venus "Snap" new product packaging and branding launch
- Venus "Sensitive" new product color, packaging and branding launch
- Venus Disposables low and mid-tier new product, packaging and branding launch

Professional Experience

Design Leader, Home Care Procter and Gamble Cincinnati OH January 2006 - May 2008

Recruited by P&G to help build the newly established Design Function using creative influence and educating cross-functional teams and senior leadership on the power of innovation and design for success.

Led a Home Care portfolio including two, billion dollar brands, managing and directing internal program teams and multiple agencies on new strategic design vision from products to holistic brand presence.

Awarded Recognition Shares by senior management for contribution to the business by leading breakthrough design in the category and effectively influencing all brand touch points and global teams.

Responsible for over thirty national product and package launches including Ivory, Dawn and Cascade brands.

Trained, led and developed Design Thinking workshops and interdisciplinary sessions.

Cofounded internal Design Function Sustainability Mastery team, proactively building measures into program briefs.

- Restage of Dawn brand
- Dawn Helps Save Wildlife campaign
- Restage of Simply Dawn brand, new product and packaging
- Restage of Cascade brand
- Cascade Complete new product, package and branding launch
- Restage of Ivory brand
- Restage of Joy brand

Lead Designer / Creative Director Think Things Barcelona Spain October 2004 - December 2005

Joined a cooperative Catalan design studio in the urban center working as the lead designer for Spanish companies creating concepts, manufacturing ready designs and future trend forecasting.

- Artisan outdoor furniture and accessories for Rosa Planters
- Sports eyewear for Etnia, Barcelona

Senior Designer (eleven) Boston MA April 2002 - September 2004

Lead designer and client liaison overseeing multiple projects and creating innovative solutions for companies that helped gain long term client relationships.

Created breakthrough program strategies through consumer insights, ethnographic research, collaborative focus groups, in-depth market analysis, brainstorming, concept generation and execution.

- Oxo citrus squeezer, bar and cocktail set, box grater, kitchen timer, kitchen dual timer
- Procter & Gamble personal care
- Booda Dome clean step litter box line
- Oral-B electric toothbrushes

Freelance Designer collaborated with Proteus, Radius, Helix Greater Boston Area July 2001 - March 2002

Managed multiple projects and client relationships with a focus on product, graphic and ergonomic design.

- Staples office accessories
- Goody hair accessories
- Disney cup dispenser for Dixie
- Ergonomic housewares handle

Designer Altitude Somerville MA January 2000 - July 2001

Collaborated with design and engineering teams to produce concepts and manufacturable designs for clients.

- New York City Parks and Recreation concepts for playground surface systems
- Polaroid i-zone customizable camera
- HP (Compaq) hand held concepts
- Tupperware Modular Mates
- Modular baby bassinet

Professional Experience

Designer Bolt

Charlotte NC May 1999 - December 1999

Worked with multi-disciplinary teams to reposition and develop products for corporate and local start-up companies.

- Coca-Cola kiosk design and model creation
- Start up furniture planning company

Designer MedCovers

Raleigh NC May 1998 - September 1998

Design, 3-D construction, pattern making, sewing and manufacturing of soft goods cases, mattress covers and bags.

- Symbol Technologies scanner cases
- Hill-Rom transporter covers
- MedCovers branded cases for medical industry

Teaching Experience

Adjunct Professor Massachusetts College of Art and Design

Boston MA January 2014 - Current

Professor of Industrial Design responsible for creating the syllabus, briefs, projects, weekly instruction and content, critiques and organizing visiting guest critics and lectures.

Focused on critical problem solving through empathetic user understanding and a design process that is grounded in current industry trends and practices.

Courses taught

EDID-315 Industrial Design One

EDID-345 Industrial Design Two

EDID-318 Product Branding

Major projects

- America's Test Kitchen product line
- Urban gardens
- "Empathy Journals", observing and documenting daily problems
- Off-grid solar lighting competition with Little Sun
- Water purification systems for local and rural villages
- "Positive Strokes", products and campaigns to assist stroke survivors and their caregivers
- "All-Play" inclusive toys designed for special needs children in Cambridge Public Schools
- Wearable aides of the future for preemies, competitive athletes and diabetics
- "Objects that Heal", Junior studio collaboration with Lars Fischer, Professor, Industrial Design

In-class guests and collaborators

- Lisa McManus, Senior Editor, America's Test Kitchen
- Jessie Bhanhazl, Founder, Green City Growers
- Patricia Gruits, Associate, Portable Light, KVA, Mass Design Group
- Charles Garcia, Designer and Architect, Utile Architecture and Planning, Timbuk2
- Nicholas Wallen, UX Lead Designer, Quanttus
- Lucas Mulder, Owner, Lucas Mulder photography
- Ryan White, Design Director, Staples
- Sloan Kulper, Founder, One Earth Designs
- Black Lives Matter Teach-In, Judith Anderson, Department Head, Industrial Design
- Mike Kraine, Senior Design Leader, Procter & Gamble, Gillette
- Jenny Rushmore, Founder, Cashmerette
- Amy MacLeod, Special Start program supervisor and teacher, Cambridge Public Schools

New course creation:

EDID-402 Design For Social Impact

Spearheaded and developed the curriculum for this new, Senior level multi-disciplinary course to be offered in the Fall of 2016. This course will work with leaders in the field of Design, Social Entrepreneurship, non-capital based institutions and community organizations to utilize design processes as a form for innovation in products, services, spaces, strategies, experiences and systems.

Advisor (unofficial)

Mentor students on all aspects of career, portfolio and design advisement including internship and job placement.

Education

North Carolina State University School of Design
Raleigh North Carolina 1999

Bachelor of Industrial Design, Magna Cum Laude
Minor, Art and Design

Awards

AmeriStar Institute of Packaging Professionals, 2015
Design, innovation and sustainability

AmeriStar Institute of Packaging Professionals, 2014
Design, sustainability and cost effectiveness

Dupont Packaging Award, Gold Venus and Olay packaging, 2013
Innovation and Sustainability category

Rebrand 100 Award Venus logo and rebrand, 2013
Excellence in brand repositioning

Packaging Digest Venus, 2013, 2014
Cover shot and articles on the re-design of packaging and branding

AmeriStar, Design Excellence Institute of Packaging Professionals, 2013
Sustainability and innovation

Design of the Decade, Gold Industrial Designers Society of America, 2012
Best solution to a business problem

Authored 15 Design and Utility patents 2006-2015
Packaging and product inventions

Recognition Shares Procter & Gamble, 2008
First Design Manager to receive this prestigious leadership award

Builds diverse and collaborative relationships Procter & Gamble, 2007
Design Function recipient

Industry Leadership

Guest Critic Boston Architectural Society, 2015
Design Build Senior Architectural Studio

Guest Lecturer Massachusetts College of Art and Design, 2014
Product Development Lab

Student Mentor Rhode Island School of Design, 2010
Design for Social Entrepreneurship advanced studio. Mentor and advisor of two Senior student projects; development of social programs for autistic children and their siblings and community gardening centers for elders.

Guest Critic Rhode Island School of Design, 2008
Design for Social Entrepreneurship advanced studio

Guest Critic University of Cincinnati, 2007
Solar Decathlon Studio

Judge IDSA Student Merit Award, Wentworth Institute of Technology, 2003

Northeast Chapter Chair Industrial Designers Society of America, Boston, 2001-2003

Student Chapter Chair Industrial Designers Society of America, Raleigh, 1998-1999

Symposium

Diversity in Design Panel Sponsor and Moderator

Massachusetts College of Art and Design, Boston, April 2016

Worked to engage students in a diversity focused panel to address questions and concerns on the mind of students today. Assisted in organization, speaker recruitment and invited to moderate this panel in April of 2016.

Panelist Procter & Gamble, Boston 2011

Women in Leadership conference

Workshops

Josep Mora Barcelona, Spain 2005

Working session, tours of Camper and furniture studios and investigation into chair design with Spanish Artist.

Seaway School Barcelona, Spain 2005

Taught English as a Second Language and creative programming to urban youth aged seven to fourteen.

Studio Art Centers International Florence, Italy 1997

Summer studios including life painting, metalwork and Art and Design History with Italian professors.

Languages

Mediterraneo, Spanish Language Institute Barcelona, Spain 2005

Intermediate level certificate

Skills

- Product and package design
- Strategic design
- User centered design
- Creative direction
- Advanced user research
- Design management
- Product innovation
- Concept development
- Sketching and rendering
- Organizational change
- Design Thinking / facilitation
- Design for manufacturing
- Brand development
- Models and prototyping
- Creative leadership

Affiliations

- Design Management Institute
- Design Museum Boston
- Industrial Designers Society of America