

Associate Professor
Strategic Design & Management
Parsons School of Design
The New School

OFFICE

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PERSONAL

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EDUCATION

Case Western Reserve University, Weatherhead School of Management

2015. PhD., Management, *Designing Sustainable Systems*.

Dissertation title: *Design Attitude and Social Innovation: Empirical Studies of the Return on Design*. Committee: Dr. Richard Buchanan (chair), Dr. Richard Boland, Dr. Kalle Lyytinen, and Dr. John Paul Stephens.

University of Southern California, Roski School of Art and Design

1994. M.A., Art History and Museum Studies.

Thesis title: *The Artistic Pilgrimage of Joaquin Torres-Garcia: a Biographical Study*.
Advisors: Dr. Susan C. Larsen and Dr. Selma Holo.

Sorbonne University, Paris IV.

1990. License, Lettres (French Language and Literature).

Ecole du Louvre

1987-1989. Completed 2 years of the 3 years program toward a diplôme du 1^{er} cycle, art history with a concentration on 19th century Orientalism.

EMPLOYMENT

Parsons School of Design, The New School, New York, August 2017- present.

Associate Professor, Strategic Design and Management, School of Design Strategies, Parsons School of Design (reports to SDS school Dean) and Co-Chair, Management Initiative at The New School (reports to Provost)

Responsibilities:

- 1) As full-time faculty at Parsons, in charge of conducting 2 graduate seminar courses a year in the School of Design Strategies and lending service on various committees across the school.
- 2) As co-chair of the Management Initiative at The New School, contributing senior leadership for the articulation and implementation of a priority area for the University: developing an integrated approach to the conception and delivery of new interdisciplinary research, external partnerships and curricula and co-curricular initiatives focused on a new vision of management education for the 21st century driven by principles of design, creativity and social justice. The initiative will lead

to a university-wide center for which I am expected to provide leadership for by Fall 2018. Management education at The New School aims to educate resilient, innovative, entrepreneurial leaders with the capacities required to thrive in our shifting economy. The University bridges the needs of the creative and cultural industries (design, fashion, media, arts, social justice) in an interdisciplinary curriculum with a strong focus on systems design and innovation; the new center will complement and amplify existing programs and identify spaces for new collaboration across the university and beyond.

ArtCenter College of Design, Pasadena, 2000-2017

Vice-President, Designmatters Department (position reported to the Provost), 2008-2017

Director, International Initiatives Department and Director, Designmatters Program, 2005-2008

Program Director, International Initiatives Department and Co-Director, Designmatters Program, 2003-2005

Program Liaison and Co-Director, Designmatters Program, International Initiatives Department, 2000-2003

Leadership Accomplishments in Curricular Design, Program Operations, Strategy, Media, Fundraising and Team Management:

- Within six-months of joining the college, co-founded the Designmatters program with former senior VP of International Initiatives and assembled a task-force of staff, faculty and alumni to build the program with collective buy-in and connection to the cultural fabric of the institution. Managed the task-force for the 2 first years of the program until the group was dissolved when Designmatters was up and running. Offered stewardship to the task force and helped articulate the vision and mission and operational focus of Designmatters. Developed with the task force 4 thematic streams for engagement (public health, sustainable development, social entrepreneurship and public policy) to organize criteria for the initial portfolio of educational projects, research and co-curricular initiatives of the program.
- Participated in ArtCenter President's Koshalek 2001-2002 consulting committee that developed foundational recommendations for the curriculum of a new private art and design institution of higher learning in Mexico City which would become CENTRO (<http://centro.edu.mx/CENTRO/>).
- As lead strategist for the international outreach of Designmatters, established a number of key formal affiliations for the college with United Nations and multi-lateral bodies that brought unique access and external expertise and resources for the experiential design curriculum of Designmatters. These affiliations include ArtCenter's ongoing non-governmental organization status with the United Nations Department of Public Information (DPI); its Civil Member Organization status with the Organization of American States (OAS); its non-governmental organization status with the UN Population Fund.
- In 2006, in order to expand on funded internship opportunities for students, conceived and launched the [Designmatters Fellowship Program](#), an honors internship program that places the most talented ArtCenter students every semester in international development organizations, government agencies and industry focusing on social innovation initiatives. Developed the business model for the program, which is funded by private philanthropy, foundations and host organizations. Oversaw the program's expansion for 3 to 9 Fellows a year by 2017.
- Conceived with ArtCenter President Richard Koshalek *The Los Angeles Earthquake Get Ready Project* (a 3-year public awareness multi-media curricular and publication on design for disaster preparedness), raised \$500,000 for the the initiative and established the partnerships with government agencies and academic institutions including the US Geological Survey, Caltech, USC's Annenberg School for Communication, the Norman Lear Center, the Institute for the Future, and others to implement the project. In this context, became a steering committee member and lead for ArtCenter on the 1st state-wide initiative for earthquake preparedness (2008), the Great Southern California Shake-Out, now an annual preparedness event state-wide.
- In 2008, oversaw the transition of the Designmatters program from a college-wide initiative to a non-granting academic department reporting to the Provost with a dedicated staff of 5.
- In 2009, launched the **Designmatters Concentration**, a pathway of courses for students of all undergraduate departments to specialize in art and design for social innovation.
- Secured the funding and helped launch the pilot implementation of the *ArtMatters Initiative* in the Fine Art Department (2013-2015): a two-year series of experimental, art-based courses focused on community engagement and social justice funded by the Surdna Foundation.

- In 2013 with the Student Office of Academic Affairs, conceived the Student Leadership Educational and Development (SLED) grants, a college-fund to catalyze opportunities for students to pursue extra-curricular activities and programs that foster skill development in domains of leadership, social justice, community and enterprise.
- At the graduate level, co-designed and lent senior management support to Chair Anne Burdick in the award-winning **MFA track in [Media Design Practices: Field](#)** (launched in 2011; 1st prize Core77/educational initiatives, 2014) an immersive MFA focused on issues of design, communication, technology and public policy where students conduct research through a field practicum in collaboration with an external partner. Was responsible for establishing and managing the ongoing partnership with the Innovation Unit of UNICEF and UNICEF country offices (Uganda and now Mexico) that serve as context for the program's global and experiential set of offerings.
- Over the span of leadership of Designmatters, curated a portfolio of more than 150 partnerships with external organizations that resulted in a multi-million dollar body of work over 15 years of leadership via external revenue funds through private philanthropy, fees for service and foundation grants for the college, prestigious international and national awards and critical press and exposure, including the inclusion of Designmatters student projects in all 3 Cooper-Hewitt National Design Museum "Design with the Other 90% " exhibition series.
- Served as Principal and Co- Principal Investigator on select number of research grants funded by national foundations (NEA; Surdna; Nathan Cummings; Packard; Autodesk Foundation; etc.) and often in collaboration with other academic institutions in the US, typically for trans-disciplinary projects that engage art or design with domains such as engineering, public health, business and science (i.e. select past grants awarded have been in collaboration with the University of Southern California (Keck School of Medicine and Annenberg School for Journalism), and with science-based organizations such as the Aquarium of the Pacific Long Beach, and government bodies such as the US Geological Survey (USGS)).
- As Principal spokesperson for Designmatters, ensured that programs and projects of faculty and students were constantly presented in a strong, positive image, garnering consistent critical press in more than 100 international and national media outlets over leadership tenure of the Department.
- Developed a local, national and global network of organizational and academic partnerships for Designmatters, conceiving and implementing art and design for social innovation projects with consortia of collaborators in the public and private sector and academic institutions including: The University of Southern California Keck School of Medicine, the Annenberg School for Communications, The Norman Lear Center, the Marshall School of Business; Caltech's Mechanical Engineering Department; the Office of the Mayors of Pasadena, Los Angeles, Long Beach and Santa Monica; the Long Beach Aquarium of the Pacific; the Center Theater Group; Children's Hospital, Los Angeles; Flintridge Center; the Los Angeles Unified School District; the Pasadena Unified School District; the Pasadena Department of Housing; the Los Angeles Central Library; the Yale School of Management; Princeton School of Engineering; the American Cancer Society; the Red Cross; COANIQUEM; Techo; Doctors without Borders; the International Rescue Committee; UNESCO; UNICEF; the UN Development Programme; the UN Population Fund; UN Women; the World Health Organization; GE Healthcare; Mattel (Barbie); Whirlpool and several other NGOs nationally and internationally.
- With multi-disciplinary faculty teams, cocreated and managed more than a dozen award-winning global experiential design courses with study abroad trips to Latin America (e.g. Chile; Peru, Colombia, Guatemala, Mexico, and Cuba) and in emerging market contexts (e.g. Bangalore, India; Kampala, Uganda; Shanghai, China), serving as lead editor for project publications and student exhibitions associated with some of these courses.
- Nurtured a culture of faculty enrichment opportunities, mentorship and research through the programs and initiatives of the department including launching the Designmatters DESIS Lab in 2010, which facilitated the sharing of practices indesign for social innovation with the prestigious network of [DESIS](#) faculty internationally.
- Conducted master classes in diverse courses at the undergraduate level for the Humanities and Sciences Department and Designmatters trans-disciplinary courses; served as adjunct faculty with the Media Design Practices Program leading one annual seminar course in critical practices focused on design for social innovation and/or design for international development; served as thesis advisor for 3-4 students in the same department for the Field track.
- Leveraged executive board appointments (2013-2016 and 2016 – current) with [CUMULUS](#) (the International Association of Universities and Colleges of Art, Design and Media), facilitating access for the ArtCenter study away office to formalize a number of strategic MOUs for student exchange and project-based collaborations with other art and design universities in Scandinavia, Latin America and Asia.

- Building on the success of the Designmatters Concentration worked throughout 2016 with the Provost, Department Chairs and Designmatters staff to design the [Designmatters Minor in Social Innovation](#) for undergraduate students. Oversaw the launched the Minor in 2017 with a cohort of 60 students and an initial graduating group of 14.
- Served a 2- year appointment (2015-2017) as co-chair of **ArtCenter’s Chair Council**, the educational leadership group of the college (a peer-nominated position). Helped strengthen and redesign governance processes with the group to transform the council into a collegial, responsive management and shared governance group that advanced curricular innovation initiatives at the college and functioned effectively. Led the group to draft formal governance bylaws that were ratified by the administration of the college. Worked as a liaison for chairs council with other shared-governance committees including Faculty, Staff councils and student government. Led the council to effectively communicate priority areas and policy recommendations as well as object to policies that were perceived counter to the educational excellence mission of the college. Successfully worked with the office of academic affairs, the office of the Provost and the Executive Cabinet of the President in this role.

Self-employed, 1998-2000

Independent Curator

- Curated group exhibition “The Child Within: Innocence and Anxiety in Contemporary Art” in collaboration with Maurice Tuchman, former senior curator of 20th Century Art, Los Angeles County Museum of Art; co-organized exhibition, co-wrote lead essay and managed benefit auction at Louis Stern, Fine Arts for Childrens Hospital, Los Angeles, 1999.
- Independent curator and researcher for L.A. based private dealer in European master drawings. Researched his collection at the Getty Library and wrote 3 catalogues for seasonal sales, 1998-2000.

Museum of Contemporary Art (MOCA), 1992-1996

Curatorial Research Associate

- Principal Researcher and Curatorial Associate for the Exhibition: “Art and Film since 1945: Hall of Mirrors,” curated by Kerry Brouher for the Museum of Contemporary Art (MOCA), 1996. Author of the annotated chronology of the exhibition.
- Curatorial assistance on various exhibitions including the 1993 Hiroshi Sugimoto one-man show.

Los Angeles County Museum of Art, Los Angeles, 1990-1992

Curatorial Research Assistant

- Research support for the Museum’s 20th Century Art Department working under the supervision of Maurice Tuchman, Chief Curator of 20th Century Art.

RESEARCH, TEACHING & SCHOLARLY INTERESTS

Research and Teaching Subject Areas

Design for social innovation, public sector design, innovation, design and organizational culture, design management, strategy, design theory.

As a current scholar-in-residence at the Weatherhead School of Management, CWRU, principal investigator on a post-doctoral study that examines the Venture Fund initiative of the Innovation Office at UNICEF (co-investigator, Dr. Kalle Lyytinen, Chair, Design and Innovation Department, Weatherhead School of Management, CWRU).

At Parsons, Co-PI on the Civic Design Index, a study led by the Parsons DESIS Lab that seeks to establish indicators that showcase government investment in strategic design for social innovation.

**PROFESSIONAL SERVICE,
ASSOCIATIONS,
OUTSIDE APPOINTMENTS
& AWARDS**

University Service

Fall 2017- present

- Curricular Committee Member, School of Design Strategies, Parsons School of Design, The New School.
- Reviewer for Adjunct Faculty, School of Design Strategies, Parsons School of Design, The New School.

2015- summer 2017

- Co-chair, ArtCenter Chair Council (2015-2017).
- Steering Committee Member, Academic Research Policy Committee, ArtCenter (2015-2017).
- Task force Member, Recruitment and Diversity Admissions Committee (2015-2017).
- Task force Member, Advancement Committee (September 2016- present).
- Steering Committee Member, ArtCenter Strategic Plan: Value Proposition Task Force (2015-2016).
- Member, EPOC Committee (Educational Partnerships Office for industry relations) (2010-2017).

Professional Service

- Executive Board Member, Cumulus, the International Association of Universities and Colleges of Art, Design and Media. Re-elected for a 2nd term (2016-2019) after serving 1st term (2013-2016).
- External Reviewer for Tenure Rank Professorship of Contemporary Design Appointment, Aalto University, School of Arts, Design and Architecture, Finland, (2017).
- External Reviewer for Tenure Rank Professorship in Graphic Design, Loyola Marimount University, Los Angeles (2017).
- External Reviewer for Professorship Appointment at the School of Design, Illinois Institute of Technology (IIT), (2016).
- Steering Committee Member, 2015 NAFKI Conference on [Art and Science, Engineering, and Medicine Frontier Collaborations: Ideation, Translation and Realization](#), The National Academies Keck *Futures Initiative* (NAKFI) is a project of the National Academy of Sciences, the National Academy of Engineering, and the Institute of Medicine, with support from the W.M. Keck Foundation, (2015).
- Founding Advisory Board Member, IDEO.ORG, (2011-2017).
- Advisory Board Member, COANIQUEM, (2016 to present).
- Advisory Board Member, Autodesk Foundation Impact Design Hub, (2016-2017).
- Founder and DESIS Lab Coordinator for Art Center College of Design, DESIS USA (Design for Sustainable Social Innovation and Sustainability), (2010- 2017).
- Founding Circle and Advisory Council Member, Winterhouse Institute, Symposium on Design Education for Social Change, (2009-present).
- Editorial Board Member, Revista Diseño, Universidad Catolica, Chile (2017-present).

- Peer Reviewer for the following academic journals: *Design Issues* (MIT Press), *She-Ji: The Journal of Design, Economics and Innovation* (Elsevier); *Design and Culture Journal* (Taylor and Francis), (2015- present).

Juries

- Juror, "[Play Everywhere Challenge](#)," national design competition for community-driven solutions that integrate play into urban spaces. Funded by the Robert Wood Johnson Foundation, Target, The US Department of Housing and Urban Development, the National Endowment of the Arts and Playworld, (2016).
- Chair and Juror, [National Design Awards](#). Smithsonian Design Museum, Cooper-Hewitt, New York, (2016).
- Juror, World Design Impact Prize, International Council of Societies of Industrial Design (ICSID). Biennial Award that celebrates industrial design excellence for a better world, (2015).
- Panelist, National Endowment for the Arts, Art Works 2015 Grant-Making cycle, in the category of Design.
- Juror, 2012 *Sappi Ideas that Matter* Design Competition.
- Jury Captain, Educational Initiatives, CORE77 2012 Awards.

Awards and Fellowships

- Scholar-in-residence, Weatherhead School of Management, Case Western Reserve University (2015- present).
- Fellow, Royal Society for the Arts ([RSA](#)), London, 2017-present.
- Recipient of the Core77 Educational Initiatives Award 2014 for the Media Design Practices: Field Program curriculum (with Chair Anne Burdick and Art Center MDP core faculty).
- Recipient of the *Fast Company* Editorial Board 2012 Nomination "50 Creative Pioneers: Designers Shaping the Future."
- Recipient of the Inaugural *Dell Social Innovation Award* in Outstanding Social Innovation Education, 2012.
- Design and Innovation Fellow, Weatherhead School of Management, Case Western Reserve University (2013-2015)
- Non-Profit Fellow, Weatherhead School of Management, Case Western Reserve University (2011-2015).

CONSULTING

Selected 2014–2017

- Design Expert/Evaluator, Creative Cities Network (UCCN), Section of The Diversity of Cultural Expressions, UNESCO, 2017 and 2015.
- Design Research Consultant, External Relations Department, International Development Bank (IDB), 2015. Workshop Designer and Lead, *Innovation by Design: a Design Thinking Workshop*. Assignment was to inspire the annual retreat of the senior leadership of the bank to integrate a more human-centered approach to division operations. With Sarah Brooks, former Obama Presidential Innovation Fellow. December 2015.
- Guest Design Expert, Business and Society Program, Aspen Institute. First Movers Summits (2015 and 2013).

- Design Research Expert, Bloomberg Philanthropies, Government Innovation. Invited to share doctoral research quantitative insights with the lead program officers overseeing the Innovation Teams (i-teams). Spring 2016.

MEDIA INTERVIEWS, PROFILES & ARTICLES

Selected 2015–2017

[archive of full press coverage for
2005-2017:

www.designmattersartcenter.org]

2017

Eye on Design AIGA, What will a designer + their job look like in 2025?, Emily Gosling, October 25, 2017. <https://eyeondesign.aiga.org/what-will-a-design-job-in-2025-look-like/>.

Dot Magazine, Mariana Amatullo: A legacy of creativity and compassion, by ArtCenter President Lorne Buchman, October 27, 2017. <http://www.artcenter.edu/connect/dot-magazine/articles/mariana-amatullo-legacy-compassion-creativity.html>

Revista Diseña Magazine, Safe Niños y Fresh Eyes Cuba: Mariana Amatullo y el Diseño de Innovación Social, por Catalina Mansanilla, Renato Bernasconi y Ximena Ulibarri, October 2017, <http://www.revistadisena.com/numeros/once/>

Fast Company, Where Design Education Needs to go Next, Doreen Nelson interviews Mariana Amatullo for her series designing women, May 2017. <https://www.fastcodesign.com/90127037/where-design-education-needs-to-go-next>.

KCET- ARTBOUND, Why Designers Practice Social Innovation, Mariana Amatullo essay excerpt from *LEAP Dialogues*, June 2017. <https://www.kcet.org/author/mariana-amatullo>

Pasadena News Now, ArtCenter College of Design launches minor in Social Innovation, March 2017. <http://www.pasadenanow.com/main/pasadenas-artcenter-college-of-design-launches-minor-in-design-for-social-innovation/#.WIF-rFQ-faa>

El Diario Diseño (Chile), An interview with Mariana Amatullo by Rafael Chavez: We are in the right moment now for a new design activism, March 2017. <http://www.eldiariodiseno.com/2017/03/14/mariana-amatullo-estamos-en-el-momento-oportuno-para-que-el-disenador-tenga-un-nuevo-activismo/>

Print Magazine, Social Innovation now more than ever, by Steven Heller <http://www.printmag.com/daily-heller/social-innovation-now-ever/>, February 2017.

Wired Magazine, America Has its Problems, but Design Can Help Solve them, by Liz Stinson and Margaret Rhodes, February 2017, <https://www.wired.com/2017/02/design-for-political-action/>

Design Observer, People to People: Fresh Eyes on a Changing Cuba, by Mariana Amatullo, January 11, 2017. <https://designobserver.com/feature/people-to-people-fresh-eyes-on-a-changing-cuba/39478/>

Design Observer, AIGA Design Educator's Community list their must-have books for design inspiration for 2017, January 2017. <http://designobserver.com/feature/required-reading/39497>

La Tercera Mas Deco (Chile), An Interview with Mariana Amatullo, January 2017.

<https://4eyos01khlqv2ccw28adjy2x-wpengine.netdna-ssl.com/wp-content/uploads/2017/01/LaTercera-Magazine-January-2017.pdf>

2016

Revista IF, Centro Metropolitano de Diseño, Buenos Aires. Issue IF #11: *Diseño Urgente*.

Interview with Mariana Amatullo, December 2016.

http://www.buenosaires.gob.ar/sites/gcaba/files/if_11.pdf

Signal Tribune, Revamping Sex Ed: Long Beach Health Department partners with local college for new approach to preventing STDs, December 2016,

<http://www.signaltribunenewspaper.com/?p=32792>

Pasadena Now, One of a kind exhibit brings Berlin and Cuba to Pasadena, Brandon Villanovos, December 7, 2016. <http://www.pasadenanow.com/main/one-of-a-kind-dual-exhibit-brings-cuba-and-berlin-to-pasadena/>.

Impact Design Hub, ArtCenter's Fresh Eyes Cuba studio, December 1, 2016.

<https://impactdesignhub.org/2016/12/01/artcenters-fresh-eyes-cuba-studio-exhibition/>

Communication Arts, ArtCenter College of Design Book: The book design for LEAP DIALOGUES by TwoPoints.Net avoids close letter forms to open dialogue with the reader, October 2016.

<http://www.commarts.com/exhibit/designmatters-artcenter-college-design-book>.

Grafik Magazine, Mental Leap: Lupi Asensio & Martin Lorenz, September 2016.

<https://www.grafik.net/category/case-study/mental-leap>

Cultured Magazine, The Master of Manipulating Habitats: Moshe Safdie, by Dan Howarth, August 2016. <http://www.culturedigital.com/i/691761-summer-2016/127>.

International Educator Magazine, NAFSA: Association of International Educators, Designing Solutions, by Charlotte West, July-August 2016.

http://www.nafsa.org/File/ie_julaug16_design.pdf.

From Poverty to Power, Oxfam blog, What drives Innovation in Development? By Dunbcán Green, May 2016. <http://oxfamblogs.org/fp2p/so-what-do-we-really-know-about-innovation-in-international-development-summary-of-new-book#prettyPhoto>.

DOT Magazine, Social Innovation Designers pioneering new career paths, by Brenda Rees, April 2016, <http://www.artcenter.edu/connect/dot-magazine/articles/social-innovation-designers-pioneering-new-career-paths.html>.

The New York Times, National Design Awards, by Julie Lasky, May 2016

http://www.nytimes.com/2016/05/05/style/national-design-awards-2016.html?_r=2

Line/Shape/Space, Autodesk, Change Agents: Four Programs Making a Difference through Design, April 2016.

<https://lineshapespace.com/impact-design/>.

Impact Design Hub, *Paved with Good Intentions: When Impact Design Went Wrong. Failing Better*, Mariana Amatullo, January 2016. <https://impactdesignhub.org/2016/01/06/paved-with-good-intentions-when-impact-design-goes-wrong/>.

2015

The Walz Happens, Interview with Mariana Amatullo on Designmatters, October 2015. <http://thewalzhappens.com/web/marina-amatullo.html>.

The Guardian, *The Intervention that Aims to make periods less of a pain*, by Terry Slavin, October 2015, <https://www.theguardian.com/global-development-professionals-network/2015/oct/02/menstruation-flo-periods-less-of-a-pain-for-girls-asia-africa>.

Pasadena Star-News, *How these ArtCenter students are creating social change through design*, August 2015, <https://www.pasadenastarnews.com/2015/09/01/how-these-artcenter-students-are-creating-social-change-through-design/>.

Pieria, *Mirrors and Glass: The role of Design in Times of Change*, by Frances Coppola, May 2015 http://www.pieria.co.uk/articles/mirrors_and_glass_the_role_of_design_in_a_time_of_change.

International Council of Societies of Industrial Design. Interview Newsletter Feature, Dr. Amatullo on Women and Design, September 2015. <http://www.icsid.org/feature/current/articles2071.html>.

Core77, *5 Things to Know about Design for Social Innovation*, by Allan Chochinov, interview with Mariana Amatullo, February 2015, <http://www.core77.com/posts/29458/Mariana-Amatullo-on-5-Things-We-Know-About-Social-Innovation>.

Impact Design Hub, *Design matters in Social Innovation: Interview with Mariana Amatullo*, February 2015. <http://www.impactdesignhub.org/2015/02/24/design-matters-in-social-innovation-interview-with-mariana-amatullo/>.

VentureWell, *Designmatters: Art and Design Education embraces Social Entrepreneurship*, January 2015. <http://venturewell.org/giradora-a-washing-machine-for-those-without-running-water/>.

INVITED LECTURES, WORKSHOPS & CONFERENCE PRESENTATIONS

2018 Upcoming Lectures

Invited Lecture, **Global Salzburg Seminar**, *The Shock of the New: Arts, Technology and Making Sense of the Future*, Salzburg, Austria (February 20-25, 2018)

Keynote, **XIII Encuentro Latinoamericano de Diseño**, Universidad de Palermo, Buenos Aires, Argentina (July 2018).

2017

Workshop Participant, **UNICEF, Information Poverty**, Arts Letters & Numbers, Albany, New York, December 7-10, 2017.

Invited Guest, **Srishti Institute of Art, Design and Technology**, Cumulus Conference India: Letters to the Future, Bangalore, India, November 20-23, 2017.

Workshop Participant, **Deliberate Developmental Organization Seminar (DDO), Way to Grow, Inc. and Harvard Graduate School of Education**, Cambridge, October 26-27, 2017.

Keynote Speaker, **AIGA Design Educators Symposium, AIGA 2017 Design Conference**, "An Expanding Playing Field: Projecting Designers Professional Roles in 2025," Minneapolis, October 13, 2017.

Keynote Speaker, **Forma 2017 Havana**, Diseñoconciencia, "Innovacion Social y Diseño: Perspectivas desde la Pedagogia y la Practica," Palacio de Convenciones, Havana, Cuba, June 7-9, 2017.

Invited Panelist, **College Art Association Annual Conference**, Ethics in Design Program, February 18, 2017.

Keynote Speaker, **6th Chile Biennial: Diseño en Alerta**, "Design's New Urgency," January 15, 2017.

2016

Panelist, **Cumulus Conference Hong Kong**: Open Design for Everything: Exploring New Design Purposes, Hong Kong Design Institute, November 2016.

Invited Presenter, **1st International Conference of Science and Sustainable Innovation for Sustainable Development, Ministry of Science, Technology and Innovation (CITMA)**, "Diseño para la Innovacion Social," Palacio de Convenciones, Havana, Cuba, November 2016.

Invited Case Study Presenter, **Emerging Practices Design Research and Education Conference: Design in Complexity, Tongji University, Shanghai**, "Embedding Designers in Government Innovation Teams," October 2016.

Invited Speaker and Panel Leader, **SXSW ECO**, "Collective Impact by Design," Austin, October 2016.

Invited Speaker, **UNDP Innovation Division**, "Design and International Development: Insights from the frontlines of practice," New York, September 2016.

Invited Speaker, **Civic Youth Series, an initiative of Mayor Garcetti's Office of Budget and Innovation, City Hall, Los Angeles**, "Designing Social Change," August 2016.

LEAP Dialogues Book Presentation and Panel, **NPR**, Washington DC, July 2016.

Academic Presenter, **Academic Design Management Conference (DMI)**, Inflection Point, "Insights from Integrating a Design Attitude Approach to the Ecosystem of Innovation," Massachusetts College of Art and Design, Boston, July 2016.

Workshop Participant, **Shared Exploration across Design and Science: Scientific and Designerly Approaches to Knowledge Creation (SEADS)**, Stanford University, Center for Design Research, May 2016.

Keynote Speaker, **LEAP 2: Value of Design Symposium**, "LEAP Dialogues Book Preview," Maryland Institute College of Art (MICA), April 2016.

Invited Speaker, **Oslo School of Architecture and Design (AHO)**, "Social Innovation and Design Education: Lessons from my Practice and Research," April 2016.

Invited Speaker, **Department of Preventive Medicine, IPR Speaker Series, University of Southern California**, "Design, Public Health and Innovation: Case Study Insights from Designmatters at ArtCenter," January 2016.

2015

Keynote Panelist and Mentor, **2015 NAFKI Conference, Art and Science, Engineering, and Medicine Frontier Collaborations: Ideation, Translation & Realization**, Keck Futures Initiative, The National Academies, Beckman Center, Irvine, November 2015.

Panelist, **Global Innovation Summit, UNICEF**, "The Future of Learning." Helsinki, November 2015.

Affinity Session Speaker, **AIGA Design National Conference**, "Measuring the Return on Design for Social Innovation," and "Design Education in a Global Economy," New Orleans, October 2015.

Keynote Speaker, **Aspen First Movers Social Intrapreneurship Summit III, Business and Society Program**, "The Power of Design Attitude to Drive Social Innovation and Organizational Change," Aspen Institute, October 2015.

Invited Speaker, **International Symposium, CENTRO**, The Future of Creative Education, "Social Laboratories," Mexico City, September 29, 2015.

Panelist, **Weatherhead School of Management, Case Western Reserve University, 20th** Anniversary Doctor of Management Symposium, Transformative Leadership: From Rhetoric to Reality, (with Dr. Richard Boland and Dr. Fred Collopy, Case Western Reserve University), "Design and Innovation, Theory and Practice: Applying a Powerful New Approach," Cleveland, September 2015.

Invited Speaker, **UNICEF Headquarters**, "Innovation by Design: Insights from an Ethnographic Study of the UNICEF Innovation Unit," New York, July 2015.

Keynote Panelist, **Idyllwild Arts Academy**, Arts in Society Symposium, February 2015.

2014

Invited Expert, **City Lab Conference: Los Angeles**, organized by Bloomberg, The Aspen Institute and the Atlantic, Los Angeles, September 2014.

Workshop Co-Leader, **Design with the other 90% Conference, University of Johannesburg**, DESIS Informal, Formal, Collaborative Seminar, Johannesburg, South Africa. September 2014.

Invited Expert, **The Aspen Institute First Movers Summit II: Building Connections, Amplifying Impact**, The Aspen Institute Business and Society Program, Aspen, February 2014.

Invited Speaker, **Segal Design Institute, Northwestern University**, "Design for Social Innovation: Insights from the Designmatters Portfolio," Chicago, February 2014.

Invited Speaker, **Illinois Institute of Technology (IIT)**, "Codifying Practices in an Emergent Space: Design for Social Innovation through the Designmatters Lens," Chicago, February 2014.

2013

Host, Curator and Organizer, **ArtCenter College of Design, The Leap Symposium: The New Professional Frontier in Design for Social Innovation**, ArtCenter College of Design, September 2013.

Keynote Speaker and Doctoral Workshop Lead, **Festival de la Imagen, Universidad de Caldas**, Manizales, Colombia, April 2013.

Panelist, **Smithsonian National Design Museum, Cooper-Hewitt, Intelligent Coalitions Panel**, "Design and Social Impact," New York Public Radio, February 2013.

2012

Commencement Speaker, **CENTRO, Mexico City**, "Deserve Your Dreams/ Merece tus Sueños," Mexico, December 2012.

Academic Speaker, **Cumulus Santiago Conference**, Projecting Design, Global Design Bridge, DUoc, Santiago, Chile, November 2012.

Keynote Panelist, **Social Enterprise World Forum**, "Design for Social Innovation Vectors," Rio de Janeiro, Brazil, October 2012.

Keynote Lead Lecture, **Herberger Institute for Design and the Arts, Arizona State University**, "The Spaces in Between: Design Research, Practice and Social Innovation Vectors," Exposed Crossing Over Symposium, Tempe, Arizona, April 2012.

Scholar-in-Residence (Lider Académico) and Workshop Lead, **University Tecnológico de Monterrey, School of Industrial Design**, "Social Design Impact Workshop in collaboration with the Fondo Estatal Indígena de Guadalajara," Guadalajara, Mexico, April 2012.

Invited Expert, **The Social Impact Design Summit**, organized by the Smithsonian Cooper-Hewitt National Design Museum with the Lemelson Foundation, the National Endowment for the Arts, the Surdna Foundation and the Rockefeller Foundation, March 2012.

Keynote Lecture, **Design Principles and Practices Conference, UCLA**: "Participatory Design Education and Societal Drivers: Designmatters Case Studies," Los Angeles, January 2012.

Artist Lecture, **Herron School of Art and Design, Indianapolis**, "Designing the Future we Want: Designmatters Case Studies," Indiana, October 2011.

Invited Panelist, **AIGA Design for Good**, "Design, Social Innovation and Graduate Education," AIGA Design for Good, US Fund for UNICEF, New York, October 2011.

Keynote Lecture, **Denver Cumulus Conference, RMCAD**, "Transforming Purpose into Action," Denver, Colorado, September 2011.

Invited Panelist, **Mayo Clinic Transform Symposium 2011**, "Impacting Healthcare: Transformative Design Education," Center for Innovation at the Mayo Clinic, Rochester, Minnesota, September 2011.

2011

Invited Panelist, **SOCAP 2011**, "Things that Work: Amplifying Impact through Partnership," Fort Mason Center, San Francisco, September 2011.

Keynote Lecture, **IDSIA 2011**, "Creating Shared Value: The Designer as a Catalyst for Social Change," Western Conference, San Jose University, San Jose, May 2011.

Plenary Panelist, **Include 2011**, "Safe Agua: Design to Overcome Water Poverty," Helen Hamlyn Centre, Royal College of Art, London, April 2011.

Invited Lecture, **GE/Innovate 2011**, "Design in the Humanitarian Sphere," Yale University, New Haven, Connecticut, April 2011.

Invited Panelist, **NCIIA Open Catalyzing Innovation Conference**, "Designmatters Case Studies: Design Education Methodologies as a Tool for Social Change," Washington DC, March 2011.

2010

Keynote Lecture, **4th Biennial of Design, Santiago** "Innovation to Impact: Designmatters at Art Center College of Design," Chile, December 2010.

Invited Panelist, **SOCAP 2010**, "Formalizing Educational Strategies that Leverage Design," Fort Mason, San Francisco, California, October 2010.

Invited Panelist, **Cumulus Shanghai Conference Better City for Better Life**, "Safe Agua: A collaboration between Un Techo Para Mi Pais and Designmatters at Art Center College of Design, Tongji University, Shanghai, September 2010.

Invited Lecture, **Esomar Global Healthcare 2010**, "Improving Cancer Prevention and Communication," March 2010.

Keynote Lecture, **Designers Accord Global Summit on Design Education and Sustainability**, "Designmatters at Art Center," San Francisco, California, October 2009.

2009

Invited Lecture, **The Glass House**, "The Citizen Designer: Glass House Conversations," New Canaan, Connecticut, June 2009.

Invited Panelist, **Cumulus Conference, Ravensbourne College of Design and Communication**, "The Impact of Social, Demographic, and Technological Change on Industry and Education," Confronting Challenge with Change, London, May 2009.

Invited Panelist, **Los Angeles Public Central Library, ALOUD Series**, "Thinking About Earthquakes, Los Angeles, California, January 2009.

PUBLICATIONS

In the works

Editor: *LEAP Global: A survey of international practices in design for social innovation (working title)*; co-editors Bryan Boyer and Andrew Shea; Jennifer May, managing editor; publisher and publication date TBD, expected end of 2019.

Book Chapter: "Designing a Venture Fund at UNICEF," in *Design for Complexity*, by Satu Miettinen and Melanie Sarantou, Routledge, 2019.

Book Chapter: "What we leave behind: design education and social innovation," by Laura Scherling and Andrew deRosa in *Designing For Ethics*, Bloomsbury Academic Press, 2019.

Book Chapter: "Design for Play in Social Innovation," in *Designing for Children*, by Krystina Kastella, Routledge, January 2019.

Books, Book chapters and Reviews

2018

Book Chapter: Amatullo, M., Gottlieb, D., Herscovitch, P. and Ramshaw, S. Book chapter: "Educating the Next Generation of Social Innovators: Designmatters at ArtCenter, " in *Public Interest Design Education Guidebook: Curricula, Strategies, and SEED Academic Case Studies*, edited by Lisa Abendroth and Bryan Bell, (Routledge, upcoming June 2018).

2017

Lead Editor: *Fresh Eyes Cuba* (designed by Tracey Shiffman), Designmatters at ArtCenter College of Design, 2017.

Editor: *LEAP Dialogues: The Educator's Guide*, editorial team Mariana Amatullo, Andrew Shea and Jennifer May, Designmatters at ArtCenter College of Design, September 2017.

Book Reviewer: *Designing Business and Management*, edited by Sabine Junginger and Jürgen Faust (London: Bloomsbury Academic, 2016)
Design Issues (*Winter 2017, Volume 33, Number 1*).

Book Chapter: Organizational Design in a Social Innovation Context, in Yee, J, Jefferies, E. & Michlewski, K. *Transformations: 7 Roles to Drive Change by Design*. Amsterdam: BIS, spring 2017.

2016

Lead Editor: *Leap Dialogues: Career Pathways for Designers in Social Innovation*, Designmatters at Art Center College of Design, Distributed Art Publishers (D.A.P) July 2016. Editorial team Mariana Amatullo, Bryan Boyer, Liz Danzico and Andrew Shea. Winner of the [50 Covers/50 Books Award](#) 2016.

Lead Editor: *Safe Niños: Design for Holistic Healing*. Designmatters at ArtCenter College of Design, 2016.

Paper in Conference Proceedings: Amatullo, M. *Insights from Integrating a Design Attitude Approach to the Ecosystem of International Development*. 20th DMI Academic Design Management Conference. Inflection Point: Design Research Meets Design Practice, July 2016, Boston.

Book Chapter: Amatullo, M and Fabian, Christopher. Chapter: The UNICEF Experience of Innovation, A Conversation, in Ramalingam, B. and Bound, K. *Innovation in International Development: Insights for Navigating the Paths and Pitfalls*. April 2016. NESTA, UK.
<http://www.nesta.org.uk/publications/innovation-international-development>

2015

Lead Editor: *The Girl Effect*. Designmatters at ArtCenter College of Design in collaboration with the Yale School of Management.

Lead Editor: *Connective Tissue: A collaboration with the Arthritis Foundation*, Designmatters at ArtCenter College of Design.

Dissertation: Amatullo, M. *Design Attitude and Social Innovation: Empirical Studies of the Return on Design*. Weatherhead School of Management, Case Western Reserve University, Cleveland, OH.

2014

Book Chapter: Christian Bason and Rachel Cooper, ed. *Design for Policy*. "The MindLab Branchekode.dk Project: Designing with Purpose and Across Emergent Organizational Cultures." Surrey, Ashgate Series, Design for Responsibility, 2014.

Book Chapter: Les Llyod and Gabriel I. Barreneche, ed. *Educational Technology for the Global Village: Worldwide Innovation and Best Practices*. Information Today Inc. Medford, New Jersey, 2014.

Amatullo, M. *Design for All Journal: Year of the Woman*. Valerie Casey, ed. "The Most Wicked Problem of All: Implementation." New Delhi, India, 2014.

2013

Book Chapter: Ezio Manzini and Eduardo Staszowski, ed. *DESIS Public and Collaborative: Exploring the intersection of design, social innovation and public policy*. "The Teen Art Park Project: Participatory Design Tools for Public Spaces for Artistic Expression." Parsons, DESIS Design Lab, The New School, New York, 2013.

Amatullo, M. Contribution in Cooper-Hewitt National Design Museum white paper: *Design and Social Impact: A Cross-Sectoral Agenda for Design, Education, Research and Practice*. Cooper-Hewitt Museum, National Endowment for the Arts, and the Lemelson Foundation, February 2013.

2012

Lead Editor: *UnCool: The Anti-Gun Violence Project*, series of four illustrated children books with anti-gun messaging, Designmatters at ArtCenter College of Design.

Lead Editor: *The Teen Art Park Project*, Designmatters at ArtCenter College of Design.

2010

Lead Editor: *Safe Agua*, Designmatters at ArtCenter College of Design, Distributed Art Publishers (DAP).

Lead Editor: *Es Tiempo: Raising Awareness for Cervical Cancer Among Latinas*. Designmatters at ArtCenter College of Design in collaboration with USC Keck and Annenberg.

2009

M. Selma Holo and Mari-Tere Alvarez, *Beyond the Turnstile: Managing the Case for Museums and Sustainable Values*, University of Southern California, 2009 (ed).

2008

Editor: *The L.A. Earthquake Sourcebook*, (designed by Stefan Sagmeister), Designmatters at ArtCenter College of Design, Distributed Art Publishers (DAP).

Lead Editor: *Images Speak. The Mpala Health Education Projects*. Designmatters at ArtCenter College of Design. (Winner of the Arts Director's Club Corbis Creativity for Social Justice Award for outstanding creative work that advances Social Justice).

Lead Editor: *From Hi-Fi to Low-Fi: Sharing Stories in the Developing World*, Designmatters at ArtCenter College of Design.

2007

Lead Editor: *Stigma*, A collaboration with the Los Angeles Department of Mental Health, Designmatters at ArtCenter College of Design.

Refereed Articles and Papers

Amatullo, M. and May, J. Embedding Designers in Government: A Case Study about Complexity, in *Proceedings of Emerging Practices: Design in Complexity*, the Design Research and Education Conference 2016, Tongji University, School of Design and Innovation, (upcoming February 2018).

Amatullo, M. (2016). *Insights for Integrating a Design Attitude Approach to the Ecosystem of International Development*. Inflection Point: Design Research Meets Design Practice. Design Management Institute, Academic Conference, Massachusetts College of Art and Design, Boston (July 28-29, 2016).

Amatullo, M., Herscovitch, P. and Prieto, M. (2015). *Fostering Effective Models for Social Entrepreneurship in Design Education: Lessons Learned from the Safe Agua Case Study*. (Best paper award). In a Planet of our Own. Visions of Sustainability with a Focus on Water. Cumulus Mumbai Conference, IIT Bombay, Mumbai, India.

Amatullo, M. (2015). *Innovation by Design at UNICEF: An Ethnographic Case Study: Final Qualitative Research Report of the Doctoral Dissertation*, Weatherhead School of Management, Case Western Reserve University, Cleveland, OH.

Amatullo, M. with Kalle Lyytinen (2014). *Explaining the effects of design attitude on team learning, process satisfaction and social innovation outcomes: Quantitative Research Report of the Doctoral Dissertation*, Weatherhead School of Management, Case Western Reserve University, Cleveland, OH.

Amatullo, M. (April 2014). "Codifying Practices in an Emergent Space: Insights from the LEAP Symposium on the New Professional Frontier of Design for Social Innovation." *Journal of Design Principles and Practices: Annual Review Issue*. Common Ground Publishing.

Amatullo, M. and Muireann McMahon (November 2013). "Under the Bonnet: Exploring the Mechanics of Design Collaborations for Social Impact." *More for Less, Designing in an Age of Austerity*, Cumulus Conference Dublin, National College of Art and Design, November 2013.

Amatullo, M. (February 2013). *Design for social change: Consequential shifts in the designer's role*. Qualitative Research Report of the Doctoral Dissertation, Weatherhead School of Management, Case Western Reserve University, Cleveland, OH.

Amatullo, M. and Herscovitch, P. (November 2012). "Perspectives about Design Education for Social Innovation: the Safe Agua Case Study," *Projecting Design, Global Design Bridge*, Cumulus Santiago Conference, Santiago, Chile, November 2012.

Amatullo, M. and Bailey, D. and Dreiband, L. (2012). "ARTMATTERS at Art Center College of Design: Curricular Notes on Art Practice, Place and Social Engagement." School of Art, Design and Architecture, Aalto University, *Northern World Mandate*, Cumulus Helsinki Conference, May 2012.

Amatullo, M. and Becerra, L. and Montgomery, S. (2011). "Designmatters Case Studies: Design Education Methodologies as a Tool for Social Innovation." National Collegiate Inventors Innovators Alliance (NCIIA), *Open Catalyzing Innovation*, Annual Conference, Washington DC, March 2011.

Amatullo, M. and Herscovitch, P., Gottlieb, D. and Mocarski, D. (2010). "Safe Agua: A Collaboration between Un Techo Para Mi Pais and Art Center College of Design." *Cumulus Association Working Papers*, Shanghai, School of Design and Innovation, Tongji University.

Amatullo, M. (2010) "Design for Sustainable Development: Case Studies from Designmatters at Art Center College of Design." *The Journal for Design Strategies*, Vol. 4, No.1 ("Change Design" issue), New York: Parsons, The New School for Design.

Amatullo, M. and Salij, E. (2010) "Improving Cancer Prevention and Communication: Two Case Studies from the Portfolio of Designmatters." *ESOMAR Global Healthcare 2010, Trends and Innovation Booster*, New York.

Amatullo, M. (2009) "Images for Human Rights: Student Voices: A model design education and public outreach project." *Counseling Psychology Quarterly*, Vol 22, No. 1, 1-9. New York: Routledge.

Amatullo, M. (2008) "Design Education as a Change Agent," presented at the *Changing the Change Conference*, Torino: Italy, July 11-12, 2008, also published by Allemandi Conference Press.

Amatullo, M. and Clark, E. and Koshalek, R. (2008) "Design Education for International Engagement," *Journal of the World Universities Forum*, Melbourne: Common Ground Publishing Pty Ltd.

EXTERNALLY FUNDED RESEARCH & PROCURED PROJECTS

Selected: For a complete list see
<http://www.designmattersatartcenter.org/projects>

2017

Communicating STD Prevention in the City of Long Beach. A collaboration with the Health Department of Long Beach to create a public awareness campaign to prevent STDs and promote a sexually healthy community, spring-summer 2017.

Imagining the Future of the Barbie Dream House. A collaboration with the Barbie Brand of Mattel to design sustainable schemes for the iconic Barbie toy, spring 2017.

The Wellbeing Project: City of Santa Monica. A collaboration with the City of Santa Monica to develop a kit-of-parts to bring awareness of the Bloomberg funded Wellbeing Index among city leaderships and key segments of the population, fall 2016- spring 2017.

Marine Defaunation, the Blue Hope Project. A collaboration with the Aquarium of the Pacific, Long Beach, for interaction design research elements (products and exhibition components) to reach new audiences funded by the Lucile Packard Foundation, spring 2017.

Designmatters Unrestricted Grant for Annual Programmatic Support

Autodesk Foundation (annual ongoing award)

2016

Urban Resiliency and Climate Change. A collaboration with the Aquarium of the Pacific for the research and design of a special exhibition at the Aquarium in Long Beach for 2017. National Endowment Grant Recipient, spring 2016, fall 2016 project.

SAFE NIÑOS: Designing Innovative Interactive Environments for Pediatric Healing with Coaniquem, a collaboration with Coaniquem, leading non-profit that provides care and rehabilitation for children who are victims of burns in Chile and Latin-America. Sustainable Vision Grantee, Venturewell, spring and summer 2016.

Designmatters Unrestricted Grant for Annual Programmatic Support

Autodesk Foundation (annual ongoing award).

2015

Communication Campaign about PTSD in veteran populations, a collaboration with EMDR International Association (EMDRIA) a professional association for researchers and practitioners of Eye Movement Desensitization and Reprocessing (EMDR) therapy. September 2015.

"Community Theater and Theater in Community," a collaboration with Center Theater Group (CTG), funded collaboration with the support of the Irvine Foundation to reimagine how we

broaden audiences for CTG and communicate about the meaning of theater and performing arts in underseved communities of Los Angeles. Summer and Fall 2015.

"LEAP Dialogues: Career Pathways in Design for Social Innovation."

A publication funded by the Autodesk Foundation and the VentureWell Foundation.

"Bloomberg Philanthropies, Government Innovation," Three years of funded Designmatters Fellowships (2015-2018) with the Mayor and City of Long Beach.

2014

"CITES Project for the US Department of the Interior." A Campaign to create awareness of illegal trafficking of endangered species in Chile, funded by the US Department of the Interior. Summer 2014.

"The Nike Foundation Girl Effect Studio." A collaboration with the Nike Foundation, Fuse Project and Yale School of Management to design new products and services for girls living in extreme poverty. Fall 2014.

"Sustainable Ecosystem for the Future of VANS." Reimagining future apparel lines for the year 2025 in the ecosystem of new value chains for the company. Funded by the Innovation Division, Vans. Fall 2014.

"Awareness Campaign about Arthritis Treatment and Therapies."

A collaboration with the Arthritis Foundation. Summer 2014 to update the brand positioning and awareness of the Foundation and its programs in the US.

2013

"LEAP: The New Professional Design Frontier in Social Innovation," (September 19-21, Art Center College of Design, Amattullo, host curator and lead convener) a national symposium investigating the landscape of professional practice at the intersection of design and social innovation, made possible by the National Endowment of the Arts, the Surdna Foundation, VentureWell (formerly NCIIA), Adobe, Verb, and other private sector partners.

"Safe Agua Colombia" in collaboration with the NGO Techo (Colombia), Socialab, Compartamos Colombia and ANSPE (Colombia's Government Agency for Poverty Alleviation). VentureWell (formerly know as NCIIA) Sustainable Vision Grant Recipient to address product and service design innovations and community resilience in the informal settlements outside Bogotá, Colombia. A continuation and expansion of the Safe Agua Chile and Peru initiatives to overcome water poverty in transitional slum communities through design innovation.

"The Next Wave: Tsunami Awareness Communication project," (part 2) a funded partnership with The US Geological Survey (USGS) to design public awareness communications for disaster preparedness measures modeled after a Tsunami Scientific Scenario in the Los Angeles Port.

Coaniquem: The Healing Cloud Project, a funded partnership with Coaniquem,

the Chilean Ministry of Foreign Relations, and UNDP to develop positive burn prevention messages and increase awareness about common accidents leading to severe burns in Chile, Costa Rica, El Salvador, Guatemala and the Dominican Republic.

Real Change Movement Campaign, a funded collaboration by East-West Bank and the City of Pasadena to address the problem of panhandling and homelessness in Pasadena.

Open Ocean Exploration, a funded collaboration by the Long Beach Aquarium of the Pacific to develop original messaging about the importance of promoting scientific exploration in our oceans.

2012

"Media Design: Field Core MFA project," a funded partnership with the US Fund for UNICEF to support initial faculty travel and research in Uganda to establish programmatic collaboration with the UNICEF Uganda Country Office, and the UNICEF Innovation Lab in Kampala.

"Supporting the Program of Action of ICPD: A Campaign to Promote Young People's Voices and Choices," in partnership with the UNFPA. Advocacy campaign in collaboration with the United Nations Population Fund.

Nathan Cummings Foundation Grant to support an Anti-Gun Violence Campaign directed to middle school children. The Project led to the conception and ongoing research initiative focused on the "Where's Daryl?" campaign and educational toolkit for middle school teachers, a collaboration with the Los Angeles School District piloted in 8 schools of the district in 2013 and 2014.

"Living Home India: Creating New Furnishing Solutions for the Living Environment," funded research and environmental design initiative in collaboration, with the Ashoka India Housing For All initiative.

The Next Wave: Tsunami Awareness Communication project," (part 1) a funded partnership with The US Geological Survey (USGS) to design public awareness communications for disaster preparedness measures modeled after a Tsunami Scientific Scenario in the Los Angeles Port.

2011

"Safe Agua Peru," in collaboration with the Innovation Center of the NGO Un Techo para mi Pais. A continuation and expansion of the Safe Agua Chile initiative to overcome water poverty in transitional slum communities through design innovation. Oversaw field research in Peru in September 2011 and is managing ongoing development and implementation of design outcomes of the project in Peru and other countries through South-America.

"Sustainable Strategies for Coastal Resiliency," in collaboration and funded by the Long Beach Aquarium of the Pacific and the National Oceanic and Atmospheric Administration (NOAA). A research and design project that is developing design interventions for adaptation and mitigation strategies to address the impact of sea level rise in Southern California coastal communities.

“Project U/HIV/AIDS Awareness Campaign,” in collaboration with the Department of Health Education Programs, Los Angeles Unified School District. An educational and advocacy campaign directed to the LGBTQ community.

2010

“ARKStorm,” in collaboration and funded by the USGS ‘s Multi-Hazards Demonstration Project with experts from the National Oceanic and Atmospheric Administration (NOAA), Scripps Institute of Oceanography, the State of California, California Geological Survey, the University of Colorado, Federal Emergency Management Agency (FEMA), the National Center for Atmospheric Research (NCAR), California Department of Water Resources, and the California Emergency Management Agency (CalEMA). A communication and strategy design initiative supported the scientific scenario ARkStorm, which addresses massive U.S. West Coast storms analogous to those that devastated California in 1861–62.

“World Health Day: Urbanism and Healthy Living,” in collaboration and funded by PAHO/WHO. This campaign examined the intersections between public health and urban environments.

Surdna Foundation, “Teen Art Park,” the initiative engages underserved youth and a consortia of service-providers for teens at risk, in the design of a new urban creative center for the Greater San Gabriel Valley community in Los Angeles.

2009

“Safe Agua Chile,” in collaboration with the Innovation Center of the NGO Un Techo para mi Pais. Development of Base of the Pyramid design solutions to overcome water poverty in transitional slum communities. Oversaw field research in Chile in August 2009 and is managing ongoing development and implementation of design outcomes of the project in Chile and other countries through South America.

“Colorectal Cancer Prevention Campaign: Family PLZ” in collaboration and funded by The American Cancer Society and the Mayo Foundation for Medical Education and Research. Campaign to promote colorectal cancer screening and awareness of family history as chief indicator of risk.

“Transforming Cancer, Knowledge, Attitudes and Behavior through Narrative.” (5-year grant from the National Institutes of Health awarded to the University of Southern California, Annenberg School for Communication and Journalism/ Designmatters is a sub-contractor). As part of a team of medical researchers, script writers, artists, physicians, psychologists, anthropologists, communication scholars and public health professionals we will examine and reinvent how health-related information is conveyed. The purpose of the research is to challenge the underlying assumption that the traditional straightforward recitation of the facts is the optimal way to convey health-related information.

NCIIA New Course and Program Grant: “Creating Social Value and Pattern Breaking Change through Design”

Established a multi- term course between Art Center graduate and undergraduate department with faculty from the California Institute of Technology (Mechanical Engineering Department) and students and faculty of the University of Rafael Landivar, Guatemala, to develop design

innovation prototypes for rural communities in Guatemala. Led faculty and student team field research modules in Lake Atitlan (February 2010) and partnership with local NGOs from the region.

2008

“Human Rights Public Education Exhibition,” in collaboration with UNESCO, and funded by FLAX (France/Los Angeles Exchange Foundation), an exhibition of posters celebrating the 60th Anniversary of the Human Rights Declaration, premiered at UNESCO Headquarters (September 2008); subsequent venues included the Skirball Cultural Center (November 2009- March 2010).

“UNFPA: A Campaign Celebrating Population and Development (ICPD+15),” with half of the world’s population under the age of 25, the focus of the project was to generate a call to action that would be youth-oriented and capture fresh perspectives about the interconnectedness between population dynamics, reproductive health rights, and economic and social development.

“UNICEF: Sharing Digital Stories in the Developing World,” in collaboration with UNICEF and M-Dialog, the initiative sought to provide social media platforms to enable youth journalist groups to connect about critical world issues and interact with other youth via easily accessible mobile technology.

2007

“The Camel Mobile Clinic Project,” in collaboration with Princeton University, Mechanical Engineering Department, the Nomadic Community Trust, Kenya and the NGO PCI (Positive Community Impact), Ethiopia. A design and engineering system intervention to bring healthcare medicine and treatment to remote nomadic communities in Kenya and Ethiopia. A finalist of the World Bank Development Marketplace Competition in 2007, the partnership between designers and engineers has yielded 2 working prototypes that are currently in a second stage of field-testing in Afar, Ethiopia, and Samburu, Kenya.

2005-2008

“The Los Angeles Earthquake: Get Ready Project,” in collaboration with the US Geological Survey, a multi-component research, communication and publication initiative that brought together federal, state and city agencies with academia and leading experts to address earthquake mitigation in Southern California. The project was aligned with *The Great Southern California ShakeOut*, which resulted in unprecedented public/private sector collaboration and a preparedness drill with over 5 million participants across the region. The initiative’s book and public awareness film “Preparedness Now,” was included in the Global Design Triennial, *Why Design Now?* Smithsonian National Design Cooper-Hewitt Museum, 2010.

LANGUAGES

Tri-lingual (written and spoken):
Spanish (native), French, English. Conversational Italian.

MEMBERSHIPS

CUMULUS Association, International Association of Universities
and Colleges of Art, Design and Media (executive board member).
Design Management Institute (DMI).
Design Research Society (DRS).
The Professional Association for Design (AIGA).
The International Council of Design (ICO-D).
World Design Organization (formerly ICSID).
Academy of Management (AOM).
Beta Gamma Sigma Honors Society.

PERSONAL

Married to Anthony Amatullo Jr., an independent television and film producer.
Two sons: Nicolas, a junior at Pace University, NYC, and Leonardo, a sophomore at the Business School of the University of Oregon, Eugene. Born in Buenos Aires, Argentina, and raised around the world (US, Europe and Latin America) as the daughter of a diplomat (now retired Ambassador from Argentina).