



# ANN-MARIE **CONRADO** IDSA

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## EDUCATION

- 2003** **University of Chicago**, Chicago, IL  
**Master of Arts** in the Social Sciences, Anthropology and Cultural Psychology  
GPA **3.96** / 4.0 Summa Cum Laude
- 1993** **University of Notre Dame**, Notre Dame, IN  
**Bachelor of Fine Arts** in Industrial Design  
GPA **3.89** / 4.0 Summa Cum Laude

## PROFESSIONAL APPOINTMENTS

- 2006 // current **UNIVERSITY OF NOTRE DAME**, Notre Dame, IN
- 2021 **Cregg Family Director of Collaborative Innovation**
- 2019 *Associate Professor of Industrial Design // Concurrent in Anthropology*
- 2011 *Assistant Professor of Industrial Design // Concurrent in Anthropology*
- 2006 *Associate Professional Specialist of Industrial Design*  
*Pulte Institute for Global Development Fellow // Kroc Institute for Peace & Justice Fellow*  
*Liu Institute of Asia and Asian Studies // Center for Social Concerns Faculty Fellow*
- 2017 // current **CORE DESIGN RESEARCH LTD.**, Chicago, IL // I  
*Partner and Co-Founder // 50% shareholder*  
Design consultant practice providing research and strategic product development services for clients seeking large-scale research programs.
- 2000 // 2020 **IAX RESEARCH & DESIGN LTD.**, South Bend, IN  
*President and Founder // 100% shareholder*
- 2004 // current **HOPE Initiative NFP**, Chicago, IL  
*Founder, Executive Director*  
Charitable organization serving disadvantaged in Nepal

## RESEARCH FOCUS // GRANT FUNDING (s a m p l i n g)

- Current // 2020 **Department of Agriculture (USDA): Food Information Networks (FINS)** Co-Principal Investigator on a three-year \$1.7 million grant to build data-driven supports for increasing access and healthy food choices in low-income neighborhoods.
- Current // 2019 **National Science Foundation Grant Award: iTREDS Program** Co-Investigator on \$1.1 million grant to develop a curricular program for engaged data scientists at the Notre Dame. Partnering with faculty members across multiple disciplines including Computer Science, Sociology and Philosophy and across campuses with St. Mary's.
- Current // 1999 **Nepal Design Initiative** Kathmandu, Nepal  
**Principal Investigator** // Research program to investigate role of design in developing country context of Nepal and its contribution to economic development, opportunities for artisans and rural entrepreneurs and revitalization of indigenous craft traditions.
- US State Dept Innovation in Public Diplomacy \$86,630 Grant** // 2012  
**Principal Investigator** 'A Partnership for Creative Prosperity' Individual grant to develop and evaluate culturally and technically relevant design curriculum for Nepal's small and cottage industries to facilitate development of Nepal's first ever product design program

*Smithsonian Museum of American History Temporary Exhibition // 2017*  
*Keynote Speaker, 10<sup>th</sup> Congress of Design and Architecture, Mexico // 2017*  
*Peer-reviewed Panel, International Design Principles and Practices, Brazil // 2016*  
*Peer-reviewed Paper & Presentation, IDSA Education Symposium, Seattle // 2015*  
*Keynote Speaker, 'How Public is the Good' Symposium, ASU // 2012*  
*Peer-reviewed Paper, Innovation Magazine Design Journal // 2011*

- 2021 // 2019 **Jessie Ball DuPont Grant Award: Care Network // \$80,000**  
Co-Primary Investigator on seed grant award by private foundation for Care Network project to build access to social services in St Joseph County.
- 2019 // 2016 **Dairy Management Inc, Rosemont, IL**  
**Executive Consultant** partnering to integrate design thinking and human centered innovation into the dairy industry throughout the value chain. Engagement is long-term and strategic in scope, consisting of numerous ongoing programs.  
*Core 77 Design Awards Runner-Up // 2018*  
*IDSA International Design Conference Juried Invitation Mainstage Speaker // 2017*
- 2019 **Peer Reviewed Presenter, World Design Summit** in Paris, France  
Presented research conducted into Accessing the Social Services Safety Net here in South Bend and developing best practices for co-designing with community.
- 2014 **Pfizer Sickle Cell Ethnography for Clinical Trial Recruiting** Philadelphia, PA  
**Strategic Consultant** Ethnography into people living with Sickle Cell Disease to develop interventions to increase low consent rates for clinical trials of new drug therapy due to historical antagonism with health practitioners.
- 2014 // 13 **US Dept of Armed Forces ARMY, \$998,000 Phase 2 Energy Efficient Shelter Design**  
**Co-Principle Investigator** with four engineering faculty members  
Granted Phase 2 to continue investigation into development of energy efficient shelter
- 2012 **US Dept of Armed Forces ARMY, \$200,000 Phase 1 Energy Efficient Shelter Design**  
**Co-Principle Investigator** with four engineering faculty members  
Interdisciplinary grant to develop rapid-deploy, man-portable energy efficient shelter.  
Responsible for human factors, space utilization and concept visualization.

#### **D I S T I N C T I O N S // H O N O R S // A W A R D S ( s a m p l i n g )**

- 2018 **Reinhold Niebuhr Award** given by Notre Dame to honor a faculty member or staff whose body of academic work and life promote or exemplify social justice in modern life
- Core 77 Design Awards Runner-Up** in the **Strategy Research Category** for Building a Dairy Intelligence Engine research and strategy program for the USDA Dairy Management Inc. industry organization (one of two runner-ups and a single winner)
- International Design Excellence Award (IDEA) Finalist** for Building a Dairy Intelligence Engine research and strategy program for the USDA Dairy Management Inc.
- Core 77 Design Awards Notable** in the **Strategy Research Category** for Medvisor Mobile Health Adherence App (one of six notables out of 'hundreds of finalists')
- Korean Society of Design Science International Juried Invitational Exhibition** for Medvisor Health App at the Seoul National University June 2-7, 2018 & print catalog

#### **P E E R R E V I E W E D P U B L I C A T I O N S ( s a m p l i n g )**

- 2017 **Innovation Magazine** (Quarterly publication of Industrial Designers Society of America)  
**Guest Editor** Winter 2017 publication. Responsible for intellectual content of thematic issue on new perspectives on social design, curating and securing articles from authors, and leading the review and revision process. Design at the Margins, pgs 20-21.