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WEBINAR SERIES

OnDemand Webinar:

Utilizing Elements of Behavioral Design in Improving Hospital/OPO Communication

Speaker Biography

Ruth Schmidt

Visiting Industry Professor, Director of Strategic Initiatives

Institute of Design, Illinois Institute of Technology

Chicago, Illinois

Ruth Schmidt is a Visiting Industry Professor and Director of Strategic Initiatives at the Institute of Design at IIT, having taught courses across Behavioral Design, Communication Theory, and Semiotics since 2009. Prior to joining ID, Ruth served as a senior leader at Doblin | Deloitte for over eight years, where she led teams in applying design-informed innovation strategy to solve complex challenges and grow new innovation functions within client organizations, most regularly in the health care and financial services industries.

Throughout her time at Doblin Ruth also led the development of Doblin's Behavioral Design POV and practitioner toolkit, which integrates key principles from behavioral economics with the perspective of user experience to provide an actionable, disciplined approach to de-risking innovation and increasing user adoption. She has presented on behavioral economics and communication theory + design at multiple institutions, publications, and conferences. Ruth received a BA in Semiotics from Brown University and a Masters of Design at the Institute of Design/IIT.



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Speaker Biography

Paul Keck
Innovation Manager
Doblin/Deloitte
Chicago, Illinois

Paul Keck is an Innovation Manager at Doblin/Deloitte, helping clients understand, interpret and translate user experiences into actionable innovations with clarity and empathy. He achieves these goals through applying, and coaching others, in human-centered design strategy, research, communication and behavioral design.

He has worked as a researcher and a designer for clients in various industries, helping major health insurance providers and legacy financial institutions reinvent their customer experience through agile, human-centered methodology; enabling a central regulatory body in a centuries-old sport to imagine a new way to build businesses around a much-loved game; and developing a toolkit to help fellow innovators dig into the underlying mechanics of human behavior. He holds an MDes from the Institute of Design as well as a BFA in Visual Communication Design from Kent State University.