

TATE RAGLAND

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Education

- May 2009 Master of Science in Design
School of Design Innovation
Arizona State University, Tempe, Arizona
- May 2005 Bachelor of Architecture
Rice University, Houston, Texas
- May 2003 Bachelor of Arts in Art History
Rice University, Houston, Texas

Professional Experience

- June 2010-Present Design Research Strategist, *Added Value Cheskin*, New York, New York
Responsible for planning, executing, analyzing, and synthesizing brand positioning and consumer research projects for technology, CPG, and energy clients worldwide
- 2009-2010 Design Researcher, *fathom*, Pittsburgh, Pennsylvania
Participated in all aspects of the research process for user experience projects with major CPG and banking industry clients across the US
- Summer 2008 Environmental Graphic Designer, *fd2s*, Austin, Texas
Developed presentation materials and diagrams of user experience models for new healthcare and retail wayfinding projects in the US and Europe
- 2006-2007 Project Manager, *CCBG Architects*, Phoenix, Arizona
Managed all aspects of the architectural process from schematic design through construction administration for religious and residential projects
- 2005-2006 Design Architect, *Crate&Barrel Corporate Office*, Chicago, Illinois
Worked with Project Architects to develop interior and exterior designs, drawing sets, digital and physical models, and presentation materials for new retail stores
- 2004-2005 Junior Architect, *Ziegler Cooper Architects*, Houston, Texas
Assisted with design work, construction documents, and marketing presentations for high-end multi-family residential projects
- 2003-2004 Junior Architect, *KPF Architects*, London, United Kingdom
Responsible for presentation materials, design work, CAD drawings, video projects, and on-site documentation for large mixed-use project at Victoria Station

Academic Research Experience

- 2007-2009 Master's Thesis
Identity Branding: The Effect of Packaging Design for Eco-Conscious Cleaning Products on Consumer Self-Expression and Brand Identity
Supervisory Committee: John Takamura, Prasad Boradkar, Craig Hedges

Designed, executed, analyzed, and published a design research thesis addressing issues of branding, consumer identity, and packaging design
- 2007 Research Assistant in Industrial Design
Sponsor: John Takamura, Assistant Professor

Assisted with data collection, transcription, and analysis for the Arizona Department of Economic Security Brand Revitalization Project

Skills

Qualitative Research Methods for Design: project setup, recruitment, moderation, analysis, and insight synthesis
Proficient in MAC and PC versions: Adobe Creative Suite, SketchUp, AutoCAD 2000 and higher, Microstation, Microsoft Office Suite
RIVA Focus Group Moderation training

Publications

- 2002 Ragland, T. (Designer). (2002). Proposal for an Olympic Natatorium [Studio Project]. In Working 03. Houston: Rice University Press.

Refereed Conference Presentations

- 2009 *The Simplicity Mantra: A Paradigm Shift in Consumer Response to Branding* at The International Association of Societies of Design Research Conference, Seoul, Korea (co-authored with John Takamura)
- 2008 *Seeing Green: How the Visual Representation of Sustainability Shapes Consumer Perception* at The International Conference Of Design History and Design Studies, Osaka, Japan

Service

- 2009 Peer Reviewer, International Conference on Kansei Engineering and Emotion Research 2010
- 2008 Proxy Representative, Graduate Professional Student Association
Arizona State University
- 2007 Grant Proposal Reviewer, Graduate Professional Student Association
Arizona State University
- 2001 Co-Coordinator, ArchiArts01
Rice University

Awards and Honors

- 2009 Outstanding Graduate Award, School of Design Innovation, Arizona State University;
awarded to one undergraduate or graduate student per college each year
- 2008 Grant Recipient, Graduate Professional Student Association, Arizona State University;
awarded to support graduate research studies of exceptional promise
- 2003 William Ward Watkin Traveling Fellowship, Rice University;
awarded for exemplary work on final studio project

Teaching Experience

- 2007-2009 Teaching Assistant, College of Design, Department of Industrial Design
Arizona State University, Tempe, Arizona
DSC 101: Design Awareness (4 sections)
Assisted with grading and class preparation for an introductory course of 300 students
- 2008 Teaching Assistant, College of Design, Department of Interior Design
Arizona State University, Tempe, Arizona
INT 131/394: Design and Human Behavior (1 section)
Assisted with grading and class preparation for an intermediate course of 200 students

References

John Takamura, Assistant Professor of Industrial Design, Arizona State University
480.965.7171, john.takamura@asu.edu

Craig Hedges, Creative Director, Communications and Marketing, Arizona State University
480.727.9771, craig.hedges@asu.edu

Jacques Giard, Director of Cross-College Programs, Arizona State University
480.965.1373, jacques.giard@asu.edu