



Welcome to

**Harnessing Your Inner Designer for
Resilience in a Dynamic Workplace**



**Master of Science in
Design + Innovation**



I'm Trudy Watt.

*Academic Director
M.S. Design + Innovation*

Architect, researcher, educator, "scholar practitioner" around how we can design for thriving in interdisciplinary teams.

I think design is the best platform we have for collaborating with humans and more-than-humans on existential threats we all face.



I'm Holly Anne Burns.

*Founder & CEO
Burns Design Strategy*

Strategic designer, entrepreneur, friend, educator, empathetic team builder, artist, researcher, mother.

I believe that taking a life-centered approach to problem solving has the power to change the world.

MD+I is....

**A one-year
master's program
in empathetic,
interdisciplinary,
and collaborative
design**

**Rooted in
human ecology,
engineering,
art, business &
information**

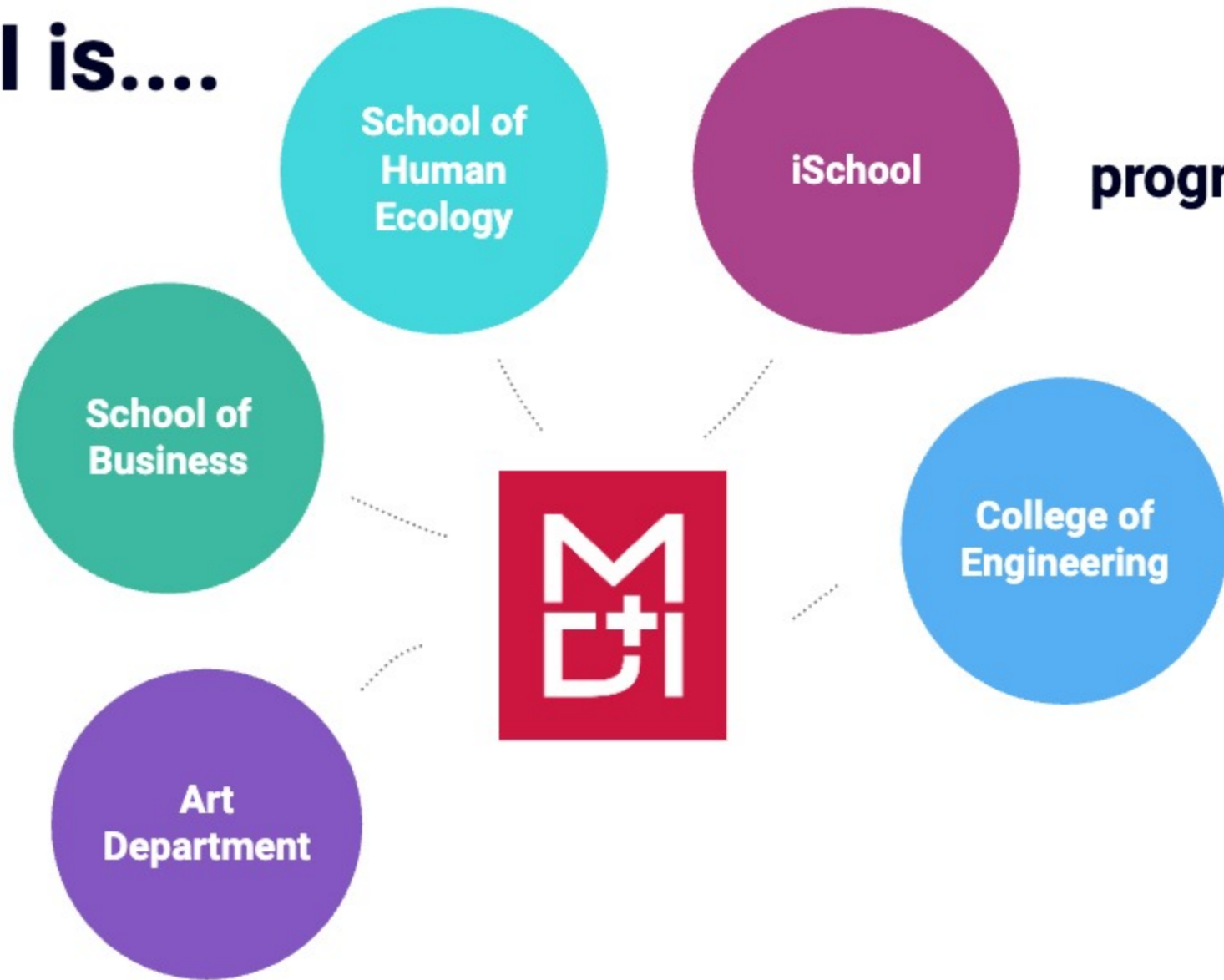
**Incubating new
forms of design
practice and
leadership**

**A community of
people at all stages
in life, from many
different
backgrounds**



Master of Science in
Design + Innovation

MD+I is....



An interdisciplinary program with five partner schools + colleges.

Intros: And you?

What brings you today?

Today's Roadmap



Safe Space

Safe Space

Step Up / Step Back

If you normally speak first, count to 5 before talking. If you usually remain quiet, try speaking up, first, once today.

Receive + Believe

There is room for multiple perspectives here. We don't have to all agree.

"I" Statements

and avoid speaking for other people.

Name + Notice

Speak with specificity about what you are observing/ referencing.



Safe Space

Practice Curiosity

Don't assume you know what someone else's behavior means.

You Decide

how much discomfort +/- or vulnerability you want to step in and out of today.

Listen to Understand

not to respond or to counter.

What is said here stays here.

What is learned here leaves here.

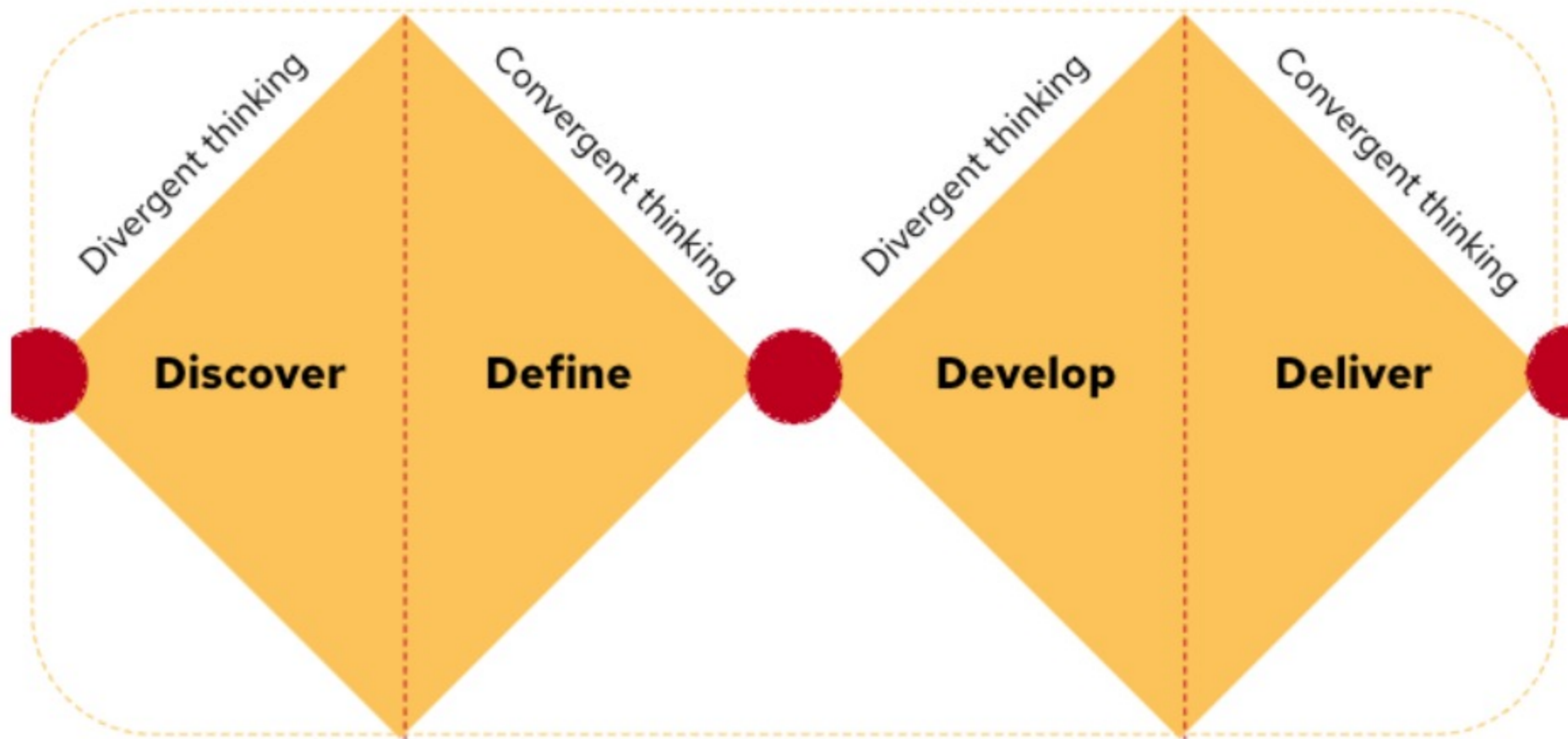
What is a designer?



Level Set: Define...

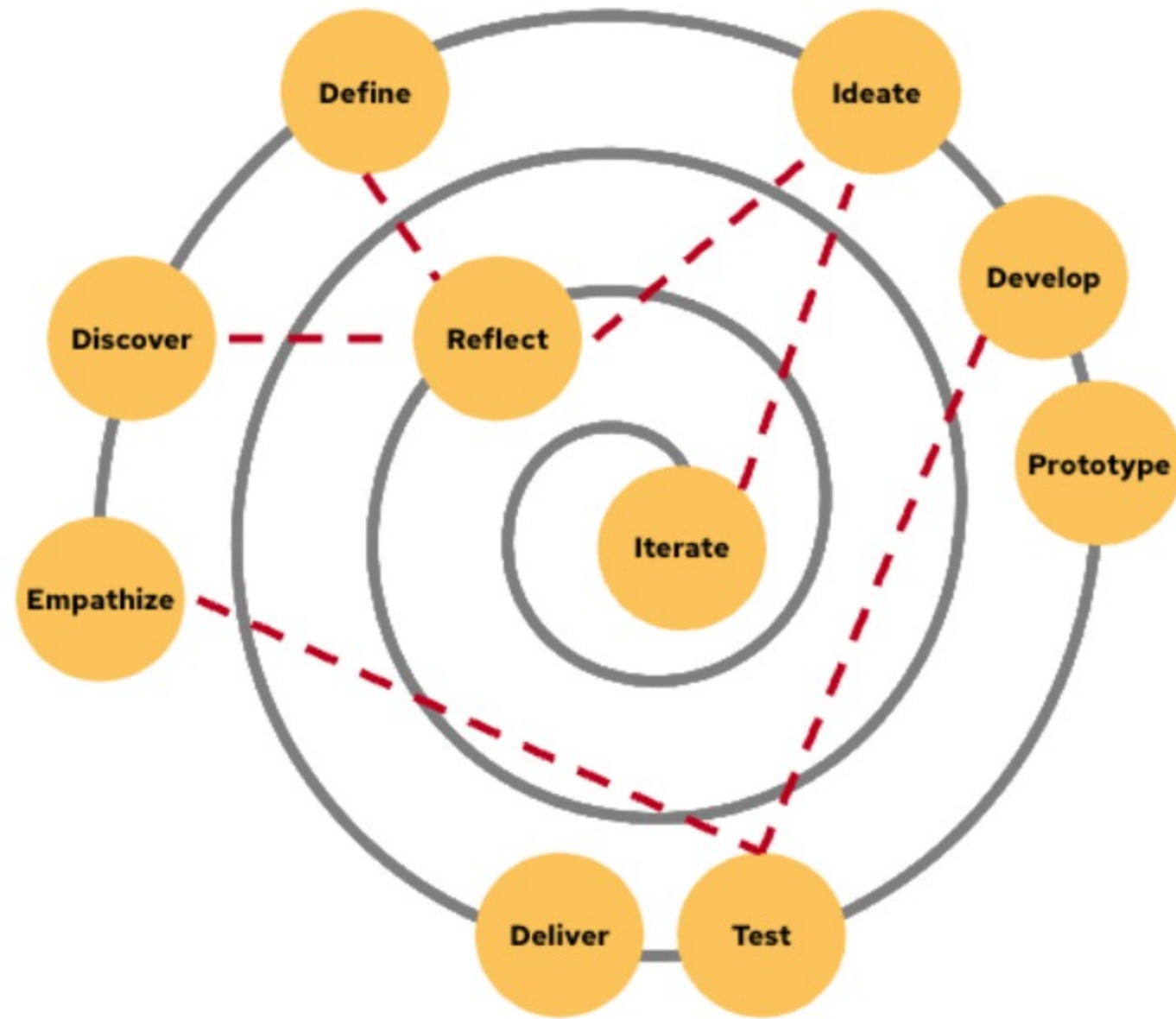
What are we doing here? What is design?
...and what distinguishes design practice from other forms of practice like art, science or business?

1. Design relies on **abductive** reasoning
2. Design is an **iterative** process
3. Design knowledge is **transferable**
4. Design knowledge evolves by consensus **critique**
5. Design is not what we do (i.e. a product), it's how we do it (i.e. **a process**)

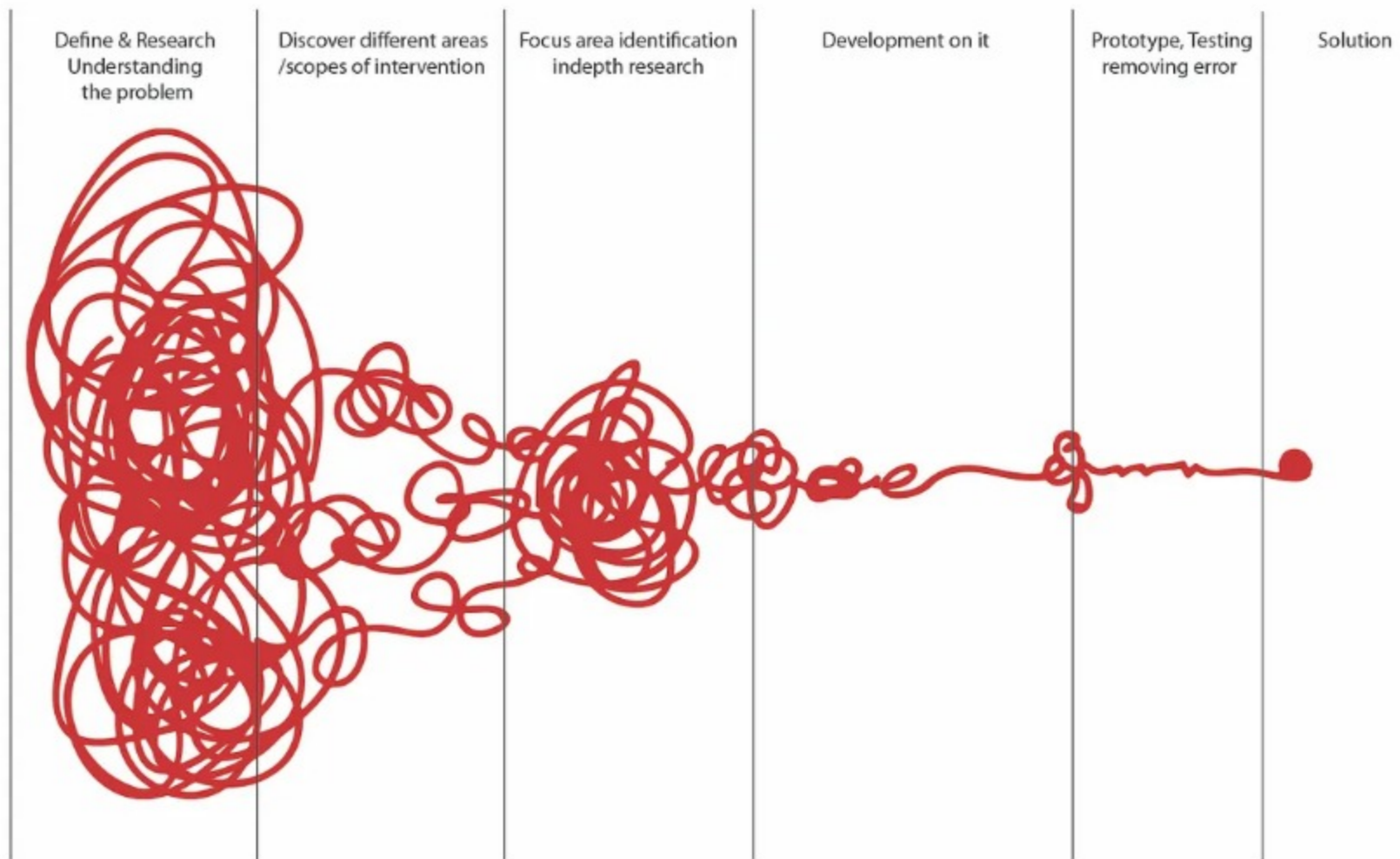


Empathize > Understand > Define > Ideate / Generate Possibilities > Prototype > Test > Iterate > Reflect

What is a Designer?



What is a Designer?



What do designers do? How is it helpful?

Connect with empathy

Reframe

Give & receive feedback

Iterate

**Scenarios where your
innate creativity & inner
designer can make a
positive impact on your
everyday work.**

How might your inner designer already be at work?

Connect with empathy

Performance reviews

Interpersonal relationships

Recruiting + hiring

Reframe

Translating internal jargon for others

Surfacing insights / blind spots

Give & receive feedback

Performance reviews

Post-project reflection

Surveys

Iterate

Revising documents

Onboard / train in new processes

What's missing that you can think of?

Connect with empathy

Performance reviews

Interpersonal relationships

Recruiting + hiring

Reframe

Translating internal jargon for others

Surfacing insights / blind spots

Decision making, process implementation

working in campus governance

Give & receive feedback

Performance reviews

Post-project reflection

Surveys

organizing files in our shared drive

Event planning.

Iterate

Revising documents

Onboard / train in new processes

What is a Designer?

Your Turn :)

In Break Out Rooms...

How did that go?

What if you saw yourself as a designer?

1. Connect with empathy
2. Reframe problems as possibilities
3. Give and receive feedback
4. Always iterate
5. Allow for ambiguity



Thoughts or Questions?



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Design + Innovation**

Share Out &
Questions

Thank you!

Please follow us on instagram, and LinkedIn or visit us online for information about future events like this one.

**BECOMING
TRANSDISCIPLINARY**
EMBRACING HYBRIDITY AND
BEYOND

♦ FALL EVENTS 2023 ♦

SEPTEMBER 27 5:30-7:30pm
MAU: A film screening and in-person Q & A
with Bruce Mou and Ayemobisi "Bisi" Williams
Wisconsin Institute for Discovery, HF DeLuca Forum
Address: 330 N. Orchard St.

OCTOBER 25 5:00-7:30pm
SCAVENGER HUNT!
Design thinking adventures across campus
MD+I Studio @ UW Makerspace
Address: Lower level, Wendt Commons, 215 N. Randall

DECEMBER 14 5:00-7:30pm
WINTER DESIGN FESTIVAL
A unique celebration of design across
disciplines at UW-Madison
Nancy Michalos Hall, multiple locations
Address: 1300 Linden Drive

SCAN + REACH OUT:
For more info and to register: <https://mdi.wisc.edu/events/>
Need accommodation? Contact us at: mdi-program@wisc.edu

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