

CONALL DEMPSEY

CONTEXT-SENSITIVE DESIGN LEADER

HARD AT WORK

BRESSLERGROUP | Director of User Research and Human Factors

Philadelphia, Pennsylvania | May 2016 to Present

Built Bresslergroup's user research department up from two people into a major contributor to the firm's bottom line, achieving the goal of making generative user research a significant source of work for Bresslergroup's engineering and design groups. Crafted a team of researchers optimized to meet market needs for user research across medical, consumer, and B2B products and processes, including formative and validation testing. The user research team exceeded our sales targets for all three consecutive years under my leadership and grew from \$700k to \$2MM in business per year.

UNILIFE | User Experience and Product Strategy Manager

King of Prussia, Pennsylvania | September 2012 to May 2016

Led the user experience design of custom wearable injectors which delivered clinical and at-home pharmaceutical injection therapies via body-worn devices. Designed and executed user research studies, human factors evaluations, usability testing, and product strategy for medical devices. Defined critical user requirements and created clear, confident, and comfortable user experiences.

LBDESIGN | Business Development Strategist

Philadelphia, Pennsylvania | August 2010 to August 2012

Leveraged business technology and international work experience to help this communication design company grow in the North American market. Performed user-centric analyses to fine-tune marketing strategy and web-design deliverables.

EMBRACE GLOBAL | Product Design Catalyst

Bangalore, India | January 2010 to July 2010

Designed safety elements to protect newborns using Embrace's Infant Warmer. Led insight-gathering and testing with stakeholders across the neonatal care ecosystem.

DELOITTE CONSULTING, LLP | Business Technology Consultant

Chicago, Illinois | July 2006 to April 2009

Solved customer relationship management challenges using industry knowledge, process improvements, and customized software.

TOOL KIT

RESEARCH AND DESIGN

- Concept Testing
- Contextual Inquiry
- Artifact-based Research
- Usability Testing
- Task Analysis
- Journey Mapping
- Data Synthesis
- Insight Mapping
- Sketching
- Prototyping

BUSINESS

- Client Relationship Management
- Presentation Delivery
- Proposal Development
- Project Plan Creation
- Project Management
- Personnel Management
- Community Building
- Team Leadership

CONTACT

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HITTING THE BOOKS

CARNEGIE MELLON UNIVERSITY | Pittsburgh, Pennsylvania

Master of Product Development | May 2012

UNIVERSITY OF ILLINOIS | Urbana-Champaign, Illinois

Bachelor of Science Summa Cum Laude: Mechanical Engineering | December 2005
Minor in Technology and Management

MAKING THINGS AT CMU

BIO-MEDICAL ENGINEERING DESIGN PROJECT | Spring 2012

Design research for an innovative malaria treatment device with an interdisciplinary team, led by Dr. James Antaki.

NAVISTAR RV PROJECT | Spring 2012

Novel recreational vehicle concept based on primary user research.

DELPHI INNOVATION COMPETITION | Spring 2012

Award-winning system for wireless charging of electric vehicles.

CREATIVE EXPLORATION

CHICKENMONKEYDOG.COM

Considering life from a quirky vantage for over ten years and over 200,000 views.

WANDERING THE GLOBE

Curious to understand people and cultures, I have explored over forty countries so far. These experiences inform and inspire me to think and work globally.