

# CONALL DEMPSEY

CONTEXT-SENSITIVE DESIGN LEADER

## 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  
Business Development  
Strategic Planning  
Presentation Delivery  
Project and Budget Development  
Project Management  
Personnel Management  
Community Building  
Team Leadership

## CONTACT

217.369.7164  
conall.dempsey@gmail.com

## PROFESSIONAL EXPERIENCE

### BRESSLERGROUP | Director of User Research and Human Factors

Philadelphia, Pennsylvania | May 2016 to Present

Built Bresslergroup's user research and human factors business unit into a major contributor to the bottom line, making insight-driven innovation a driver of business across Bresslergroup and a significant input to our clients' innovation pipelines.

- Defined, planned, and executed Bresslergroup's go-to-market strategy for user research services, including development of marketing collateral, directing operations, and developing lasting relationships with target customers.
- Built a user research business which exceeded sales targets every year under my leadership and tripled in scale during my tenure.
- Supported dozens of medical device and other Fortune 500 clients in distilling insights to create user-centric product experiences, informing the vision and execution of their product pipelines, deeply rooted in meaningful user needs.
- Recruited and directly managed a team of researchers and support personnel that scales to serve all Bresslergroup clients and is optimized to meet market needs for user research across medical, consumer, and B2B industries.
- Created human factors engineering strategies and conducted formative and validation testing of medical devices for regulatory submission.

### UNILIFE | User Experience and Product Strategy Manager

King of Prussia, Pennsylvania | September 2012 to May 2016

Founded and led the user experience design team for a platform of wearable injectors that deliver clinical and at-home injection therapies via body-worn devices.

- Drove strategic growth of the wearable injector platform to encompass a complete portfolio and product road map that met the needs of current and future customers.
- Directly communicated with and built relationships with major pharmaceutical partners, leading to long-term supply agreements.
- Created and delivered product messaging related to product portfolio and use.
- Designed and executed user research studies, human factors evaluations, usability testing, and product strategy planning.
- Identified critical user insights and requirements and used these to drive the creation of 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 and their clients tell their stories in ways that resonated with their target audiences.

### 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 for Fortune 500 clients, using industry knowledge, process improvements, and customized software.

## ACADEMIC EXPERIENCE

### 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

## CREATIVE EXPLORATION

### CHICKENMONKEYDOG.COM AND CONALLDEMPSEY.COM

Considering life from a quirky vantage for over ten years.

### 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.