

Alan Van Pelt

Design Strategy and Innovation Consulting

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Education

University of California, Berkeley CA
Design, Mechanical Engineering
Master of Science | 2006 |

Cornell University, Ithaca NY
Mechanical Engineering
Continuing Studies | 2003 – 2004 |

Stanford University, Stanford CA
Economics
Bachelor of Science | 1999 |

Skills

Research and Analysis

Observation-Participation | Interviewing | Artifact analysis | Coding, Typologies | Maps, Plots, Matrices | Frame Analysis | Needs Hierarchies | Modeling | Market and Competitor analysis | Frameworking

Synthesis and Ideation

Metaphors | Design Principles | TRIZ | Business cases | Distilling complex information into meaningful insights | Strategy formulation

Technical

Pro-E | SolidWorks | 3D Studio | InDesign | MS Office | Matlab | C | Java | Embedded Microcontrollers

Other

Papers and Articles

Self-Reflection: Lessons Learned in a New Product Development Class, Hey, J, Van Pelt, A, Agogino, A, Beckman, S, Journal of Mechanical Design, Vol. 129, No. 7, pp. 668-676, July 2007.

Using Triz and Human-Centered Design for Consumer Product Development, Van Pelt, A, Hey, J, TRIZ Future: Proceedings European TRIZ Association (ETRIA) World Conference, Kortrijk, Belgium, 2006.

The Allure of Danger, Van Pelt, A, Hey, J, Ambidextrous Magazine, Issue Four, Summer 2006.

Interests

Behavioral Economics | Story telling in organizations | Cognitive Science | Design Process | NLP | Travel | Skiing | Soccer | Reading

Training

Harvard School of Design: Architecture | Chicago Board of Options Exchange

Experience

Jump Associates, San Mateo, CA

Project Lead | July 2006 - Present |

Develop research-based strategy and product definition for Fortune 500 clients. Conduct ethnographic research and turn insights into actionable strategy and new offerings. Manage client relationships and guide team members through iterative process. Present findings to senior executives. Attend business development sales meetings.

CREAX, Ieper, Belgium

Innovation Engineer | Summer 2005 |

Applied TRIZ tools and processes to ideate new and improve existing products, processes, and services for clients. Ran brainstorming, taught workshops, presented ideas, and performed competitive research. Clients included P&G, MasterFoods, and Goodyear.

Creative Engineering, Bronxville NY

Product Design Intern | Summer 2004 |

Co-developed a children's toy, medical device, and consumer product for Fortune 500 clients. Involved in conceptualization, prototyping, and modeling. Designed microprocessor-based control systems and intricate gear trains.

The Patriot Network, San Francisco CA

Marketing Consultant | 2001 – 2002 |

Evaluated US market for Asian and Hispanic television and film content. Led surveying efforts and analyzed census data to determine needs, size-of-market, and positioning. Developed presentation materials for licensing and distribution meetings with largest Chinese broadcaster (CCTV).

ShockMarket Corporation, Palo Alto CA

Product Manager, Behavioral Finance | 1999 – 2001 |

Applied behavioral finance theory to stocks to create information-products. Developed data collection techniques and displays. Conducted expert interviews and usability testing. Worked with leading behavioral finance academics (Kahneman, Thaler, Odean).

Goldman Sachs, Hong Kong

Intern, Foreign Exchange Derivatives | Fall 1998 |

Assisted traders in the formulation and execution of foreign exchange derivatives trades. Analyzed Asian markets for currency directions.

Group One Trading, San Francisco CA

Derivatives Trading Intern | Summers 1997, 1999 |

Assisted floor traders at the options exchange.

Proactive Capital Management, San Francisco CA

Hedge Fund Intern | Summer 1997 |

Helped create an automated trading system.