

BART HANEY /// Bringing ART to the SCIENCE of BUSINESS ///

//////////////////// STUDIOS + CREATIVE CULTIVATION //////////////////////////////////////

- Freelance Design Producer**
BartScience
Los Angeles /// Jan15 - Current
Activated innovation on a range of projects including creative direction on brand-centric product and packaging design programs; orchestration and facilitation of Human Centered Design workshops; and consultation on foundational mechanics and operating materials to build a design-forward creative agency.
- Facilitator - Chaos to Clarity**
Stanford d.school
Stanford /// Spring 2016
Developed and ran a multi-day pop-up class called "Chaos to Clarity: Finding Order in a Disorganized World" with a d.school teaching fellow. The class built students' "design muscle" for quickly organizing objects, data, and ideas and prototyped a synthesis framework for organizing (collect > sort > cluster > tidy), a useful skill in all aspects of creative work.
- Professor - Business Of Design**
Art Center College of Design
Los Angeles /// Fall13 - Spring16
Provided Industrial Design and Advertising students with an understanding and perspective of business and leadership fundamentals impacting creative professionals. Topics include models of leadership that support breakout thinking, environments where this form of leadership is in practice, and how to create pockets of ideal conditions for design leadership within traditional business environments.
- SVP Innovation**
Sterling Brands
Los Angeles /// May12 - Jan15
Drove the creative vision and studio evolution in voice, capability, and deliverables as the SVP at Sterling Brands' Innovation division. Consumer research, trends, and strategy come together into well crafted deliverables. Ranging from visualizing the future manifestations of a strategy to directing teams of designers + clients through the process of designing products through production.
- Curriculum Advisor + Teacher**
BREAKER
New York City /// July11- May12
Worked closely with the founder to develop an impactful and evolving curriculum for a project-based education program with the mission of driving social innovation and alternative learning by mobilizing interdisciplinary teams of young creative collaborators to help solve the world's most pressing problems. Tapped my industry connections to staff the program with exceptionally talented professional designers.
- Studio + Account Lead**
fuseproject NYC
New York City /// Sept08 - Mar12
Launched the first satellite studio for Yves Behar's fuseproject. As the studio + account lead, my focus was to bring communication, coordination, and direction to fuseproject's creative endeavors for clients like PUMA, GE, The NY Department of Health, Nivea, and a series of startups, while nurturing the office talent and maintaining a cultural connection between the two studios.
- Designer > Program Manager**
fuseproject
San Francisco /// Sept05- Sept08
Designed, managed, and led both the studio and it's clients through the process of fostering change. Supporting the evolution of brands, the team and I worked to develop positioning strategies implemented in industrial design, packaging, graphics, naming, UI and environmental design for clients like MasterCard, Sony, Microsoft, and GE.
- Chapter Chair (x2)**
IDS_SF + IDSA_LA
California /// Jan02 - Dec07
Brought new life into the design community through event organization, the rallying of volunteers, and keeping in tune with local design and technology institutes. Major organized events included: CONNECTING07 - a 1000+ person international congress in SF, The IDSA National Conference 04 in LA, and the Scientific Invitational - a non-traditional design competition and subsequent touring exhibition.
- Creative + Business Lead**
Superhappybunny Concepts
Los Angeles /// Jan02 - Sept05
Co-founded Superhappybunny, growing it into a full creative consultancy. My roles included: general business operations, process orchestration, expediting innovation, resolving design/production issues, managing projects, building motivated teams, and ensuring client satisfaction.
- Curriculum Advisor + Teacher**
LA County High School
Los Angeles /// Fall04
Built a basic plan to introduce an industrial design curriculum at the Los Angeles County High School for the Arts. Also taught the premiere class on the basics of the product design process and its impact on cultures and human behaviors to the senior class. 20% of those students went on to become Product Design majors in college.
- Summer Design Institute Coach**
Cooper-Hewitt Museum
New York City /// Jul03
Led a hands-on workshop challenging K-12 teachers to dive in and embrace the design process. Encouraged participants to see themselves as designers, engaging them in the processes of observation, brain storming, critical thinking, problem solving, and critique.
- Founder + Designer + Producer**
Superhappybunny Products
Los Angeles /// June00 - Sept05
Licensed, designed, and manufactured emotive home products like the NeoAmish seating, and the Fuzzies vibrator cozies. Simultaneously generated nation-wide sales of our products and international press on the studio in general.