

BART HANEY /// Design Enabler and Innovation Specialist ///



EDUCATION //////////////////////////////////////

Products of Design Masters
School of Visual Art (SVA)
New York City
Fall 2018 > Spring 2020

Retooled my creative kit to tackle systemic challenges at a global scale using progressive, design process thinking with a focus on ritual disruption, organizational transformation, artifact futuring, and systems evolution.

B.S. Product Design
Art Center College of Design
Los Angeles
May 1996 > Apr 2000

Emphasized problem solving, lateral thinking, team management, concept generation and ideation, presentation, discussion, project planning, proposal writing, sketching and rendering, model and prototype creation.



WORK EXPERIENCE //////////////////////////////////////

Freelance Design Producer
BartScience
LA+OMA+NYC
Jan 2015 > 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 operations to build a design-forward creative agency.

SVP Innovation
Sterling Brands
Los Angeles
May 2012 > Jan 2015

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 as 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.

Studio + Account Lead
fuseproject NYC
New York City
Sept 2008 > Mar2012

Launched the first satellite studio for Yves Behar's fuseproject, bringing communication, coordination, and direction to major clients like PUMA, GE, the NY Department of Health, and Nivea while nurturing office talent and fostering cultural connection between the two studios.

Designer > Program Manager
fuseproject
San Francisco
Sept 2005 > Sept 2008

Designed, managed, and led the studio team and clients through the process of brand evolution to develop positioning strategies implemented in industrial design, packaging, graphics, naming, UI, and environmental design for major clients like MasterCard, Sony, Microsoft, and GE.

Creative + Business Lead
Superhappybunny Concepts
Los Angeles
Jan 2002 > Sept 2005

Directed general business operations, orchestrated process, expedited innovation, resolved design / production issues, managed projects, motivated teams, and ensured client satisfaction.

Founder + Designer + Producer
Superhappybunny Products
Los Angeles
June 2000 > Sept 2005

Co-founded Superhappybunny to license, design, and manufacture emotive home products like NeoAmish seating and Fuzzies vibrator cozies. Evolved and grew the business into a full creative consultancy with nation-wide sales, international recognition, and a cult following.



COMMUNITY BUILDING //////////////////////////////////////

Chapter Chair (x2)
IDSA_SF + IDSA_LA
California
Jan 2002 > Dec 2007

Organized events, rallied volunteers, and connected the regional design community to relevant institutional resources. Major events included CONNECTING07, an international congress in San Francisco with 1000+ attendees; the IDSA National Conference 04 in Los Angeles; and the Scientific Invitational, a non-traditional design competition and touring exhibition.



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SELECTED TEACHING //////////////////////////////////////

Facilitator - Chaos to Clarity
Stanford d.school
Stanford, Ca.
Spring 2016

Developed and facilitated a multi-day pop-up class to build "design muscles" for d.school students to quickly organize objects, data, and ideas. Prototyped a synthesis framework for organizing (collect > sort > cluster > tidy), a useful skill for any creative work.

Professor - Business Of Design
Art Center College of Design
Los Angeles
Fall 2013 > Spring 2016

Provided industrial design students with understandings of and perspectives on critical business and leadership fundamentals impacting creative professionals including models of leadership for breakout thinking; environments for creative leadership; and creating ideal conditions for design leadership within traditional business environments.

Curriculum Advisor + Teacher
BREAKER
New York City
July 2011 > May 2012

Collaborated with BREAKER founder to develop an impactful, evolving, project-based curriculum with the mission of solving the world's most pressing problems through social innovation and the mobilization of interdisciplinary teams of creative thinkers. Connected with my industry network to staff the program with exceptional, talented, professional designers.

Curriculum Advisor + Teacher
LA County High School
Los Angeles
Fall 2004

Built the framework for an industrial design curriculum at the Los Angeles County High School for the Arts. Taught premiere senior class on the basics of product design process; 20% of those students went on to become Product Design majors in college.

Summer Design Institute
Cooper-Hewitt Museum
New York City
Jul 2003

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, brainstorming, critical thinking, problem solving, and critique.

Adjunct Professor
USC School of Engineering
Los Angeles
Spring 2002 > Fall 2003

Provided leadership and insight toward the development of the Masters of Product Development Engineering program. Taught design process and led student teams through the rigorous design, development, and realization of a real-world engineering product.

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SELECTED EXHIBITIONS //////////////////////////////////////

Permanent Collection
The Art Institute of Chicago
Chicago, IL
2010/2011

"See Better to Learn Better" Eyeglasses and PUMA's "Clever Little Bag" drafted into the permanent collection.

SFO International Airport
IDSA_SF + SFO
San Francisco, Ca
Mar 2007 > Mar 2008

Collaboratively curated, installed, and organized several installations and events for IDSA_SF, an IDSA exhibition featuring local and national designers' award-winning concepts in the United terminal at SFO.

CA_DESIGN05
Pasadena Museum California Art
Los Angeles
Jun 2005 > Sept 2005

Superhappybunny was invited to exhibit PixelBlocks and the NeoAmish furniture at the PMCA California Design Biennial, a juried cross-section of the state's most innovative fashion, furniture, transportation, product, and graphic design.

National Design Triennial
Cooper-Hewitt Design Museum
New York
Apr 2003

Superhappybunny was invited to exhibit the NeoAmish furniture and the Special #8 inner-lit coffee table at the National Design Triennial, and exhibition highlighting the range and vitality of American contemporary design practice.

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