



MADISON LYNN STEVENS

Design leader and strategist with a passion for innovation and creating positive experiences

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RECENT WORK EXPERIENCE

Human-Centered Design Manager Cummins Inc.

December 2018 to Present

I lead our practice of Human-Centered Design (HCD) for the Global Engine Business. I develop design strategies, conduct design research with our on and off highway markets, and train others in the Design Thinking methodology. I have coached over 60 members of our team, collected thousands of voices, and partnered with diverse stakeholders to cultivate meaningful insights. I facilitate cross-functional, cross-BU teams to translate those insights into innovative solutions, powering a more prosperous world.

Customer Insights Leader Cummins Inc.

August 2017 to December 2018

I led design research projects of varying complexity and size, partnering with different business units across the organization. I leveraged HCD to facilitate collaboration, re-frame problems, discover insights through customer experiences, and iterate for continuous innovation.

Design Research Fellow, Design and Construction IU Health

May 2016 to August 2016

While completing my master's degree I worked as a Design Research Fellow. We sought to understand how the healthcare environment impacts the care of patients. We want to create viable, feasible, and desirable solutions to promote well being and enhance the patient experience. During the fellowship I focused on the balance between providing security and hospitality, and how the environment might achieve both.

Graphic Designer CBRE Inc.

October 2012 to May 2015

Being a graphic designer for a Fortune 500 real estate firm, I supported a staff of over 100 real estate professionals and worked with teams across the country. I managed marketing schedules and contributed to the design strategy for multi-million dollar pitches, resulting in successful new business for my clients.

SKILL SET & PROFICIENCIES

- Design Thinking and Leadership
- Collaborative Problem Solving, Design Strategy
- Qualitative, Human-Centered Design Research
- Creative Facilitation, In-Person and Remote
- Project Management
- Marketing & Visual Communications
- Adobe Creative Suite
- Microsoft Office Suite
- MURAL

ACTIVITIES

- Centric Board Member, 2021
- AIGA Indianapolis Board Member, Programming Chair, 2021
- Remote Workshop Presenter, Indy Design Week, 2020-2021
- Presenter, IUPUI Mentoring Academy Symposium, 2016
- Invited Panelist, AIGA Herron, 2015
- TeenWorks Mentor and Summer Supervisor, 2015

CERTIFICATES, AWARDS & RECOGNITIONS

- LUMA Institute Certified HCD Instructor
- CBRE Marketing
"Best in Class," 2013, 2014
- CBRE National RISE Award
"Best Practices in Web Development," 2013

EDUCATION

Master of Fine Arts in
Design Thinking and Leadership
Indiana University, Bloomington, IN
Graduated with High Distinction, May 2017

Bachelor of Fine Arts in
Visual Communications
with a Minor in Marketing
Ball State University, Muncie, IN
Graduated Cum Laude, May 2012