



## Live Well Overview

The Live Well Collaborative is a non-profit (501 c-6) co-founded in 2007 by the University of Cincinnati (UC) and Procter & Gamble (P&G). Its purpose is to develop products, services, and system solutions for living well across the life span with an expertise in the 50+ marketplace. It is a unique academic-industry driven innovation center where expertly selected interdisciplinary teams of UC faculty and students use a design thinking approach to translate user centered research into products and services. Each semester long interdisciplinary studio project is co-lead by a faculty team and expert advisors that work with specially selected graduate and undergraduate teams to address an opportunity an organization presents. The Live Well is dedicated to helping organizations better understand the needs of their stakeholders to improve health and wellbeing regardless of age or ability.

## Design Research Educator - Position Overview:

1) This role is **very important** because:

- A.) You will play a critical role driving Live Well's design led user research model and how it will evolve in the future, Live Well 3.0.
- B.) You will lead and educate project teams: managing, mentoring, and inspiring.

2) You will be responsible for educating teams regarding the principles of human-centered design. For example, sharing DT tools/processes for uncovering insights and communicating different ways to translate these insights into meaningful opportunities. Live Well has over 100 case studies that demonstrate this.

## Day to day:

1. This role is in person in studio working with multi-disciplinary teams of fellows, graduate and undergraduate students.
2. Provide direction and feedback to teams that supports completing deliverables for studio projects as outlined in the studio project brief.
3. Lead/Co-lead studio projects which includes: Client interface, following Live Well process model, and understanding supporting tools (CDAs, IP protections, information organization, HIPPA compliance, to name a few).
4. Responsible for growing the next generation of empathic design researchers:
  - Motivating and mentoring fellows, co-ops, and graduate students.
  - Weekly one on ones and completing professional practice appraisals.
  - Maintaining a schedule for educational opportunities for the semester, including field trips, training, and alumni chats.
5. Owning the Live Well Design Thinking process -Updating and keeping studio process model current with new tools and terminology.
6. Recruiting students for studio projects – including interviewing and sending job offers
7. Facilitating, coordinating, and developing Live Well design thinking workshops for partners.
8. Contributing to activities that grow the capabilities of the Live Well.
9. Digital Tool Management

Position Requirements:

1. Minimum: Bachelor's degree in a related field (Design, Human Resources, Communication, Marketing). Preferred: Master's Degree.
2. 4 years + relevant experience. Preferably in user research and project management that includes mentoring individuals/teams.
3. Team Management skills, including motivation and conflict resolution. Being able to work thru conflict openly and honestly.
4. Understanding of qualitative research methods, including scope and design.
5. Proven ability to use human-centered insights to answer questions posed by projects.
6. Demonstrate intuition (sense-making), analytical skills and ability to think strategically.
7. Detail oriented with solid organization skills.
8. Experience managing timelines, briefs and multiple projects.
9. Effective communication skills (written and verbal) and presentation skills.
10. Strong initiative with ability to work independently or as part of a team.
11. Enthusiastic and diplomatic with the interpersonal skills to build strong relationships.
12. Working knowledge of Microsoft Office, Adobe Suite, Slack, and familiarity with digital facilitation tools like MIRO and Google Teams. Experience with digital design tools such as Figma a plus.
13. Our leadership team is small, so each member must be comfortable wearing many hats, including completing administrative tasks. You must also be willing to step in as needed, be supportive, and flexible.
14. Ability to work independently, self-motivated with minimal supervision.

Compensation Package includes:

LWC paid holidays:

New Year's Day, Memorial Day, Juneteenth, July 4, Labor Day, 2-day Thanksgiving holiday, and 2-day Christmas holiday.

Vacation:

Two weeks of paid vacation for 12 months worked. Notice of this vacation time must be in writing and at a time that does not interfere with Live Well operations. Vacation does not carry over.

Pay Range:

\$55-70K based on relevant experience, plus lump sum for employee managed health benefits.

Application Process:

- 1) Send the following to [Ldunseath@livewellcollaborative.org](mailto:Ldunseath@livewellcollaborative.org)
  - a. Your resume
  - b. Two professional references: name, email, phone numbers
  - c. Cover Letter explaining:
    - i. Why you are a good fit for this position.
    - ii. What your professional goals are for the next 3-5 years.
- 2) Scheduling an on-site interview (2-3 hrs.) which includes meeting(s) with:
  - a. Executive Director
  - b. Faculty
  - c. Fellow led project team