MEET THE GUEST SPEAKERS



Dan Formosa

Consultant in Design and Design Research

With a background in design and ergonomics Dan Formosa has long been at the forefront of the “design for all” movement. His award recognitions include Smithsonian’s Cooper-Hewitt National Design Award (on behalf of Smart Design) and IxDA’s first annual Interaction Design Award (in the “Disruptive” category). His work is included in the permanent collection of the Museum of Modern Art.

Dan consults with companies and organizations worldwide on design and innovation. In addition to an undergraduate degree in product design, he holds a Master’s and PhD in ergonomics and biomechanics. Specific areas of interest are design and gender, identifying opportunities for brands to better connect with females, and design and behavior.

He co-founded the Master’s in Branding program at the School of Visual Arts in New York City, the first program of its kind, where he conducts a class on design research and its impact on brands and brand equity. He is featured in several documentary films: *Objectified* (2009), *Design & Thinking* (2012) and *Life on Wheels* (2020). He also hosts the *Well Equipped* YouTube series for Condé Nast’s *Epicurious*, which to date has received more than 20 million views.