MAYO NISSEN
BROOKLYN · NEW YORK
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(+1) 646 · 243 · 4626

EMPLOYMENT

2021 - [...] **Reduct**, *Head of Design*
Leading design and research at a venture-backed startup building a unique product used by qualitative researchers, documentary filmmakers, and criminal defense lawyers to work with video, as easily as text.

2011 - [...] **Educator,** *Copenhagen Institute of Interaction Design, School of Visual Arts, and others*
Teaching a variety of graduate classes on design research, service and interaction design, and urban systems; thesis advisor to multiple graduate students at CIID and SVA. I also guest lecture at a variety of institutions, including NYU and Columbia.

2020 - 21 **City of New York**, *Design Lab Director* in the Mayor's Office of the Chief Technology Officer
Building a design capability inside the nation's largest municipal government, with the aim of leveraging human-centered technology to 'make New York City the fairest big city in America'. Founding member of the NYC Digital Service.

2012 - 19 **frog design**, (New York) *Creative Director & Discipline Lead for Interaction Design*
Leading interdisciplinary teams on client programs with a focus on human-centered design and innovation; growing major accounts. Responsible for growth, quality, and wellbeing of the interaction design discipline in the New York studio; career growth for direct reports, including managing other managers.

2012 **ReD Associates**, (New York) *Consultant*
Individual contributor on the research and strategy team, working for the firm's largest client.

2011 - 12 **Urbanscale**, (New York) *Principal Designer*
First hire at groundbreaking startup; responsible for all design output, thought leadership, and for growing the team.

2008 - 9 **Radarstation**, (London) *Service Design Consultant*

2007 **Markt und Design**, (Düsseldorf) *Intern*

2006 **IDEO**, (London) *Intern*

EDUCATION

2009/10 **Copenhagen Institute of Interaction Design**
Graduate studies in service and interaction design
An intensive, full-time, one year Masters-level programme in human centered design.

2004 - 8 **Brunel University London**
BSc (hons), Industrial Design
Elected student representative to the school's board of studies '05-7; member of university congress.

2002 - 4 **United World College of the Atlantic, Wales**
International Baccalaureate Diploma
Scholarship awarded through the UWC selection committee of Great Britain.

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SELECTED CLIENTS & PARTNERS

ADP, Associated Press, Bank of New York Mellon, BBC, Bloomberg Philanthropies, Ciena, Cigna, Citibank, Comcast, Conduent, Denver, EY, General Electric, GN ReSound, Grant Thornton, Hyatt Hotels, Hyundai/Kia, Medidata, New York City (ACS, DFTA, DOHMH, DOF, EDC, FDNY, H+H, HPD, NYCHA), Oklahoma City, Outfront Media, PMI, Rockefeller Foundation, Samsung, Staples, Theorem, Under Armour, Unilever.

SELECTED TEACHING, LECTURES, & ADVISING

Advancing Research (Rosenfeld) Lecture on *Order and Chaos in Synthesis and Storytelling* (2022)

Copenhagen Institute of Interaction Design Teaching a variety of classes including *"Service Design for Mobility"* (San Jose, 2021); *"Design through the Lenses of Context and Scale,"* (Copenhagen, 2014) and *"Urban Experience in the Networked Age"* (Copenhagen, 2011). Thesis advisor to Elliot Wortham's project on walkability, *Scout* (2020), and Dario Loerke's exploration of public gatherings, *MSSNG LNKS* (2016).

School of Visual Arts, New York Thesis advisor to Andrea Kang's work on composting drop-offs in New York City, *Sprout* (2019); Elushika Werakoon's proposal for a new emergency infrastructure for the City of New York, *Anchor* (2017), and Josh Sucher's investigation into hyperlocal commerce, *Nearbuy* (2016).

New York University Guest lectures on design research, service design, and human centered design at NYU Tisch School of the Arts (ITP), Stern School of Business (MBA), and Tandon School of Engineering.

Columbia University Keynote lecture for Smart Cities event organized by *Columbia Organization of Rising Entrepreneurs* and Tokyo University DLX (2019); Guest lecture for architecture class on urban data (2014).

IXDA Interactions Conference Lecture on *Layers of Time: Pace Layering and Making Change* (2017).

Municipal Art Society of New York Lecture on *Place, Context, & Data* (2015) with Arup and OMA.

SELECTED EXHIBITIONS & PUBLICATIONS

2014 **Boston Society of Architects** & **Danish Architecture Centre**, *"Reprogramming the City"*

2012 **InfraNet/Archinect [Bracket]** – "Goes Soft: Systems and Infrastructure," *City Tickets*

2011 **Museum of Modern Art, New York** – *"Talk to Me,"* City Tickets and Energy data visualization

2010 **National Workshops for Art and Design**, Copenhagen – *"Revolve,"* City Tickets

2010 **Salone Internazionale del Mobile**, Milan – Ironic Radio

2010 **Wired Magazine**, Italy – (No 14, Anno 2, 2010), Ironic Radio and Assistive Scarf

2008 **New Designers, London Design Festival**, London – Guardian project and Tethered Nomads