

# Harry West

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## **Columbia University**                      **2019 –**                      **Professor of Practice**

Building a design and innovation curriculum at Columbia and working at the intersection of design, data and behavior change.

## **INVISIBLE DESIGN**                      **2019 –**                      **Principal**

Design and innovation enabled by new technology and propelled by changing customer expectations. Helping organizations see more clearly what people will want in the future and how to transform their business to make that future real.

## **FROG (now part of Capgemini)**    **2015 – 2018**                      **CEO**

Led an eclectic mix of strategists, researchers, designers, and technologists who create remarkable products and services that advance the human experience. Played a key role on the management team that sold Aricent, the parent company of frog, to Altran in 2018. Altran is now part of Capgemini.

## **Prophet**    **2013 – 2015**                      **Senior Partner**

Helped companies grow better through brand, marketing, and customer experience design. Led the development of the new Customer Experience offering. Focused on healthcare, financial services, and B2B.

## **Continuum (now part of Epam)**    **1994 – 2013**                      **CEO**

Worked with P&G to create Swiffer and ThermaCare, and with BBVA Customer Centric Banking. Led engagements with Alicorp, American Express, Andersen Windows, AstraZeneca, Brooks Automation, BMW, CGAP, Colgate, Crown Equipment, Fidelity, Master Lock, National Park Service, Sprint, and Tetra Pak. Built the Strategy Practice, led the transition to Service Design, managed growth into Europe and China. Worked both with corporate leaders in headquarters and with customers in the field.

2009 – 2013	CEO	Continuum, LLC
1994 – 2009	Director, VP, Strategy and Innovation roles	Design Continuum, Inc.

## **MIT**    **1986 - 1994**

Taught design and control on the faculty of the Department of Mechanical Engineering. Conducted research in robotics. Led the widely televised Introduction to Design course and in 1990 collaborated with Tokyo Institute of Technology, NEC, and NHK to launch the International Design Contest Robocon. The contest is still running.

1992 – 1994	Associate Professor
1986 – 1992	Assistant Professor

## **EDUCATION**

MIT	Ph.D	Mechanical Engineering (robotics)	1986
MIT	SM	Technology and Policy	1984
Cambridge	BA	Engineering	1980

## **PERSONAL**

Married to Jill Singer, a filmmaker, with three wonderful sons. Can always find time to run, swim, hike and connect with nature. Citizen of the US and the UK.

## OTHER ACADEMIC ROLES

Columbia University 2016 - 2019 Adjunct Professor  
Developed and taught an interdisciplinary design course: Introduction to Human-Centered Design

Harvard University 2016 - External Advisory Board, MDE  
Massachusetts College of Art and Design 2015 - 2019 Advisory Council, Masters of Design  
MIT 2002 - 2019 Innovation Lab

## BOARD SERVICE

Filco 2024- Advisory Board  
A new appliance startup

Modus Create 2022 – Executive Advisory Board  
Modernizes customer interactions and transforms the way businesses work  
<https://moduscreate.com/>

Agency 2017 - Board Member  
We bend the arc of complex systems. We use design to reduce structural inequalities in this country.  
<http://agency.org/>

Design Industry Group of Massachusetts 2009 – 2019 Executive Committee  
<http://www.digma.us/>

Affinova, Inc. 2001 – 2014 Executive Advisory Board  
Product design and development software. Sold to Nielsen in 2014.

## PUBLICATIONS, BLOGS, PRESENTATIONS, ETC

Kinematic Analysis and Mechanical Advantage of Braced Manipulators,  
West, H. and H. Asada, Proc. ASME Winter Annual Meeting, Session on Robotics and Manufacturing  
Automation, Miami, 1985. pp. 175-186.

Design through Manufacture: A Computer Aided Design Advisor for the Manufacture of Submarine  
Hulls, West, H., and M. E. Gallo, The Journal of Ship Production, Vol. 6, No. 4, Nov 1990, pp. 247-  
254.

Hands-On Design in Engineering Education: Learning by Doing What?,  
West, H., W. C. Flowers, D. Gilmore, Engineering Education, Vol.80, No. 5, July August, 1990. pp.  
560-564.

Bracing to Increase the Natural Frequency of a Manipulator: Analysis and Design,  
Delson, N., and H. West, International Journal of Robotics Research, Vol. 12, No. 6, Dec 1993, pp. 560-  
571.

Building Strategic Designer-Client Relationships, Dan Buchner,  
Harry West and Gianfranco Zaccai, The Journal of the Design Management Institute, Vol 11, No. 2,  
Spring 2000

Smart Appliances – Smart Enough to be Charming  
In *Convergence Design*, pp 150-153, Rockport Publishers, 2003  
<https://www.amazon.com/Convergence-Design-Experience-Interactive-Television/dp/1564969045>

Designed in Massachusetts

Harry West, Chapter in *Index of the Massachusetts Innovation Economy*, pp 18 – 19, Massachusetts Technology Collaborative, April 20, 2010,

[http://www.masstech.org/sites/mtc/files/documents/InnovationInstitute/Index/MAInnovationEconomy\\_2009.pdf](http://www.masstech.org/sites/mtc/files/documents/InnovationInstitute/Index/MAInnovationEconomy_2009.pdf)

Does Democracy Kill Freedom, When It Comes to Design?

Harry West, Fast Company, October 18, 2010

<https://www.fastcompany.com/1662513/does-democracy-kill-freedom-when-it-comes-to-design>

In Pursuit of the Perfect, We're Overdesigning Our Lives

Harry West, Fast Company, October 24, 2010

<https://www.fastcompany.com/1662555/in-pursuit-of-the-perfect-were-overdesigning-our-lives>

Why Don't Regular Joes Care About Sustainability?

Harry West, Fast Company, November 16, 2010

<https://www.fastcompany.com/1662702/why-dont-regular-joes-care-about-sustainability>

What We've Lost With Anonymous Designs Like The Kindle

Harry West, Fast Company, April 18, 2011

<https://www.fastcompany.com/1663644/what-weve-lost-with-anonymous-designs-like-the-kindle>

Designing Radical Innovation

Harry West, chapter in *Innovation. Perspectives for the 21st Century*, 2011, BBVA

<https://www.bbvaopenmind.com/en/articles/designing-radical-innovation/>

Innovation Made Easy

Harry West, TedxOrangeCoast, June 8, 2011

<https://www.youtube.com/watch?v=kZ4tDkV12Qc>

Design makes social change

Harry West, TEDxMadrid, September 24, 2011

<https://www.youtube.com/watch?v=0zel8imwhtg>

Three Rules for Innovation Teams

Harry West, HBR, March 29, 2012

<https://hbr.org/2012/03/making-innovation-teams-even-m>

Innovating in the Scary Zone

Harry West, HBR May 3, 2012

<https://hbr.org/2012/05/innovating-in-the-scary-zone>

Boston is a hub of interconnected networks

Harry West, At Issue, p6, Spring 2012

[http://hacin.com/david-hacin/Why\\_Boston.pdf](http://hacin.com/david-hacin/Why_Boston.pdf)

Business Design

Harry West and André Coutinho, Harvard Business Review Brazil, pp 60-70, December 2012

<https://pt.slideshare.net/Symnetics/business-design-18474297>

Literacy, A hidden Hurdle in Financial Inclusion

Rachel Lehrer and Harry West, CGAP blog, January 13, 2014

<https://www.cgap.org/blog/literacy-hidden-hurdle-financial-inclusion>

Working with the Poorest Women in Pakistan

Harry West and Rachel Lehrer, CGAP blog, January 16, 2014

<http://www.cgap.org/blog/working-poorest-women-pakistan>

## A Chain of Innovation

Harry West, Research-Technology Management, May - June 2014

[https://www.researchgate.net/publication/262574898\\_A\\_Chain\\_of\\_Innovation\\_The\\_Creation\\_of\\_Swiffer](https://www.researchgate.net/publication/262574898_A_Chain_of_Innovation_The_Creation_of_Swiffer)

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## The Future of Work

Harry West, chapter in *Future Value Generation*, Daniel Egger, July 1, 2016

<https://www.amazon.com/Future-Value-Generation-create-Business-ebook/dp/B01E25ZXFk>

## Design for Intelligence | Exponential Unknown

Harry West, London Design Festival in collaboration with Wired, September 21, 2017

[https://www.youtube.com/watch?v=sru7zF\\_fZTA](https://www.youtube.com/watch?v=sru7zF_fZTA)

## Servant or Svengali: Design, AI and CX

Harry West, Harvard University, Graduate School of Design, Public Lecture, November 27, 2017

<https://www.gsd.harvard.edu/event/harry-west/>

## Why Designers should Study the Mundane

Harry West, Brainstorm Design, March 3, 2019

<http://fortune.com/2019/03/06/invisible-design-harry-west/>

The Implications Of Covid-19 On Cardiac Rehabilitation: The Need For Theory-Driven, Telehealth-Enhanced, Non-Traditional Models, Andrea T. Duran, Ian Kronish, Steven J. Keteyian, Siqin Ye, Kimberly Stavrolakes, Harry West, Nathalie Moise, *Implementation Science* (2021)

Hospital Readmissions After Implementation of a Discharge Care Program for Patients with COVID-19 Illness. Ye S, Hiura G, Fleck E, Garcia A, Geleris J, Lee P, Liyanage-Don N, Moise N, Schluger N, Singer J, Sobieszczyk M, Sun Y, West H, Kronish IM. *J Gen Intern Med.* 2021 Mar;36(3):722-729. PubMed Central PMCID: PMC7808120.

<https://link.springer.com/article/10.1007%2Fs11606-020-06340-w>

Primary Care Physician Attitudes Toward Referring Patients To A Remote Patient Monitoring Program For Hypertension, Nadia Liyanage-Don, Chinelo Onyilofor, Maria-Jose Lopez, Bryant, Jessica Singer, Harry West, Adina Fraser, Ian Kronish, *Hypertension*. Suppl\_1 (2022)

[https://www.ahajournals.org/doi/abs/10.1161/hyp.79.suppl\\_1.089](https://www.ahajournals.org/doi/abs/10.1161/hyp.79.suppl_1.089)

Patient Engagement in and Revenue Potential of a Real-World Remote Patient Monitoring Program for Hypertension. Liyanage-Don N, Kronish I, Bellows BK, Fraser A, poster presentation at SGIM 2022 Annual Meeting, April 6-9, 2022

Harry West, Forward in *Understanding Personalization: New Aspects of Design and Consumption*, Iryna Kuksa, Tom Fisher, Anthony Kent. Chandos Publishing, 2022. ISBN 0081019882, 9780081019887

Patient Engagement in and Revenue Potential of a Real-World Remote Patient Monitoring Program for Hypertension. Liyanage-Don, N., Singer, J. R., Bryant, K. B., West, H., Bellows, B. K., Flatow, J., ... & Kronish, I. M., *Journal of General Internal Medicine* Vol. 37, No. Suppl 2, pp 157-158.

Equitable Patient Engagement in a Remote Patient Monitoring Program for Hypertension. . Liyanage-Don, N., West, H., Bryant, K. B., Singer, J. R., Blanco, L, Moise, N, Fraser, A, Kaira, R, Dandan, N, Kronish, I. M. poster presentation at SGIM 2023 Annual Meeting, May 10-13, 2023

Equitable patient engagement in a remote patient monitoring program for hypertension

Nadia Liyanage-Don, Harry West, Kelsey B. Bryant, Jessica R. Singer, Luis Blanco, Adina Fraser, Rakhi Kalra, Nadine Dandan, Ian Kronish, *Journal of General Internal Medicine* (2023): S177-S177

Iryna Kuksa, Anthony Kent & Harry West (2024) Pathways to green personalisation: Reducing consumption through design, *The Design Journal*, 27:5, 823-842, DOI:10.1080/14606925.2024.2377893 <https://doi.org/10.1080/14606925.2024.2377893>

Prasad, Tushar, Larry S. Liebovitch, Melissa Wild, Harry West, and Peter T. Coleman. "Words that Represent Peace." *arXiv preprint arXiv:2410.03764* (2024).

Lian, Kevin, Larry S. Liebovitch, Melissa Wild, Harry West, Peter T. Coleman, Francine Chen, Everlyne Kimani, and Kate Sieck. "Machine Learning Classification of Peaceful Countries: A Comparative Analysis and Dataset Optimization." *arXiv preprint arXiv:2410.03749* (2024)

Lian, Kevin, Larry S. Liebovitch, Melissa Wild, Harry West, Peter T. Coleman, Francine Chen, Everlyne Kimani, and Kate Sieck. "Classifying Peace in Global Media Using RAG and Intergroup Reciprocity." *arXiv preprint arXiv:2410.13865* (2024).

User Comprehension and EHR Integration of the RealRisks Decision Aid for Breast Cancer Risk Assessment: A Qualitative Study; Subiksha Umakanth, Anna Vaynrub, Harry West, Jill Diamond, Alissa Michel, Katherine Crew, Rita Kukafka, AMIA 2024 Annual Symposium, San Francisco, November 11, 2024

Factors Driving Patient Decisions to Access Electronic Health Records via a Breast Cancer Online Decision Aid linked to the Patient Portal; Anna Vaynrub, Subiksha Umakanth, Harry West, Alissa Michel, Jill Diamond, Stephan Constante, Katherine Crew, Rita Kukafka, AMIA 2024 Annual Symposium, San Francisco, November 13, 2024

Vaynrub A, Salazar B, Feng YE, West H, Michel A, Umakanth S, Crew KD, Kukafka R. The breast cancer genetic testing experience: probing the potential utility of an online decision aid in risk perception and decision making. *BMC Cancer*. 2025 Jan 7;25(1):19. doi: 10.1186/s12885-024-13408-x. PMID: 39773186; PMCID: PMC11706066.

Prasad, Tushar, Larry S. Liebovitch, Melissa Wild, Harry West, and Peter T. Coleman. "Words that Represent Peace." 59th Annual Conference on Information Sciences and Systems (CISS), Baltimore, March 21 , 2025

Lian, Kevin, Larry S. Liebovitch, Melissa Wild, Harry West, Peter T. Coleman, Francine Chen, Everlyne Kimani, and Kate Sieck. "Machine Learning Classification of Peaceful Countries: A Comparative Analysis and Dataset Optimization." 59th Annual Conference on Information Sciences and Systems (CISS), Baltimore, March 21 , 2025

Lian, Kevin, Larry S. Liebovitch, Melissa Wild, Harry West, Peter T. Coleman, Francine Chen, Everlyne Kimani, and Kate Sieck. "Classifying Peace in Global Media Using RAG and Intergroup Reciprocity." 59th Annual Conference on Information Sciences and Systems (CISS), Baltimore, March 21 , 2025

## **INTERVIEWS**

Masterlock, Design Continuum Re-Design Total Product for Market Leadership  
Product Development Best Practices Report, Vol 8, Issue 7, July 2001, The Management Roundtable.

MasterLock Titanium Series Home and Yard Padlocks  
IDSA with Lunn Haller and Cheryl Dangel Cullen  
In *Design Secrets: Products 2*, pp.126 – 129, 2004

You Can't Find the Future in the Archives

Adam Bryant, *New York Times* – Corner Office, January 28, 2012

<https://www.nytimes.com/2012/01/29/business/harry-west-of-continuum-on-defining-your-companys-future.html>

Mopping the Floor with the Status Quo

Eric Butterman, *Mechanical Engineering*, pp12-13, February 2013

<http://www.memagazinedigital.org/memagazine/201302?pg=4#pg4>

How Serious Play Leads to Breakthrough Innovation

Bruce Nussbaum, *Fast Company*, March 4, 2013

<https://www.fastcompany.com/1671971/how-serious-play-leads-to-breakthrough-innovation>

Davos 2016 – Fourth Industrial Revolution

Edie Lush, *Hub Culture*, February 1, 2016

<https://www.youtube.com/watch?v=i4jWuD9H-O8>

Businesses are their Design

David Dabscheck, *Observer*, February 24, 2017

<https://observer.com/2017/02/businesses-are-their-design-an-interview-with-frogs-ceo-harry-west/>

Burning Questions with Design Masters

Design Singapore Council, LinkedIn, March 2019

<https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6577391281650135040/?actorCompanyId=209451>

Dive into Design with Harry West

Columbia Entrepreneurship Innovation and Design

<http://entrepreneurship.columbia.edu/2020/10/21/dive-into-design-with-harry-west/>

## **DESIGN AWARDS**

1997 Museum of Modern Art, New York, Permanent Collection

Design Continuum, Inc., Master Lock Company Titanium Series Padlock

2001 IDSA Transportation - Bronze

MasterLock Steering Wheel & Airbag Lock

2001 IDSA Design Explorations - Bronze

Andersen Windows Research

2002 ID Magazine Annual Design Review – Design Distinction

MasterLock Titanium Series Padlock Line

2002 IDSA Consumer Products - Gold

Master Lock Titanium Series Padlocks

2003 IDSA Design Explorations - Bronze

Syracuse Synergy Laboratory

2005 IDSA Research - Gold

Moen Revolution Showerhead

2010 IDSA Design of the Decade - Silver

Design Thinking's Contribution to Business – Swiffer

## **PATENTS**

5,528,155 Sensor for measuring material properties

6,305,198 Padlock

D423,907 Padlock

D423,323 Padlock

D426,763 Padlock

D439,823 Padlock

D423,906 Padlock

D425,397 Padlock

D425,398 Padlock

D428,794 Padlock