

cynthia clayton parent

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Generalist Designer/Design Thinking

Most problems stem from poor design, but a poor design just means opportunity for innovation. Generalist Designers utilize design thinking to synthesize research findings, uncover and articulate insights that will inform and inspire innovation to address a need recognized or not yet identified. As human factors specialist, I analyze a service, system, method, organization or product to determine the design failing and for improvement. Generalist Designers are passionate about improving life through a human-centered approach. I examine the status quo through empathic insights to carefully graft 'new and improved' onto 'tried and true'.

Experience

ADesigningMind.com & SeedtoSkyDesign.com

As a consultant I assist on the design, planning, and governance of projects of any kind by analyzing to improve a process or product to innovate. My mission is uncovering missed potential by taking a harder look to reshape organizations, goods and services in new ways that will enhance their usefulness and enjoyment. Seed to Sky is a 'seed bank', ideas for sale business linking thinkers to doers... those who have the expertise & resources to bring innovation to market.

Design/Build

Earth Sheltered Hobbit Home 2016-2018 & Barn to Green Home 2004-2006

Middletown Springs VT ~ VisitHigherGround.com . Construction YouTube: Our Hobbit Home Build & The House on Higher Ground Build.

Property Management ~ Co-Manager

2010-2012

Boulder CO ~ Pearl St. Co-Working space for 60 tenants. Interior design consultant.

Emerge Green ~ Co-Owner

2008-2010

Boulder CO ~ Residential Green Design, energy efficiency & building performance analysis.

Crossroads Reality

2000-2004

Western MA ~ Daily management of two commercial real estate buildings with multiple tenants.

Zephyr Fans ~ Owner

1995-1998

Atlanta GA ~ Product design awarded exclusive license for the 1996 Centennial Olympic Games & Coke. Customs designs for wider marketplace. All aspects of production, distribution, management and marketing.

Studio II Photography ~ Co-Owner

1992-1995

Atlanta GA ~ Design & Restoration of a 5,000 sq. ft. studio. 100% interior design. Fine-art portrait photographer and stylist for product photography.

Jay S Berger, MD ~ Office Manager

1985-1989

Atlanta GA ~ Design of medical office, 100% interior design. Office Management & Surgical Assistant.

Fix & Flip

1990 - 2000

Atlanta GA ~ Design & renovation of 6 residential homes, 100% of Interior design/staging.



Education

MA Critical & Creative Thinking/Human Development	2012
University of Massachusetts, Boston, MA 3.9 GPA	
BA American Studies	1982
Merrimack College, Andover, MA	
Sustainable Design Certificate in Permaculture	2005
Communities of the Future, Edible Forest Gardens, Sustainable Home	
Ordained Interfaith Minister	2003
New Seminary, NY, NY	
Certificate in Transpersonal Psychology	2001
Institute of Transpersonal Psychology, Palo Alto, CA	
Certificate in Empowerment Training	1999
Omega Institute, Rhinebeck, NY	
IDEO	2017
'Leading for Creativity'	
A Fellow of the RSA	2016 - Present
Royal Society for the Encourage of Arts, Manufacturers, and Commerce	

Skills

DESIGN – Generalist: Conceptual, Social Entrepreneurship, Product. Architectural: Spatial, Interior, Staging. Sustainable Design & Build, Permaculture. Photography, Arts/Crafts, Art Direction.

CONSULTING – Design, Creative Process/Critical & Creative Thinking, Personal Empowerment

STARTUP, MANAGEMENT, MARKETING & SALES

RESEARCH & WRITING – Social Critique, Ad Copy