

LEE MOREAU

Lee Moreau is the founder of Other Tomorrows, a design and strategy consultancy based in Boston.

As an architect turned strategist, he combines a unique capacity for complex systems thinking with a deeply empathic perspective, which he uses to critically engage and re-imagine the contemporary world. Through creative consulting engagements, Lee helps his clients lead efforts to understand their customers' needs and values, create new offerings and experiences, and foster cultural change within their organizations.

Lee has led service and experience design projects for a diverse group of clients—such as Southwest Airlines, BBVA, Google, P&G, Nike, Chili's, Kerzner International, Novartis, Mercy Health System, Kaiser-Permanente, and the American Red Cross—that blur the boundaries between content and experience. Through research, analysis, and imagination, Lee helps his clients understand their entanglement within their own complex set of cultural, material, and economic circumstances. Prior to forming Other Tomorrows, Lee was VP, Design at Continuum, Director of Environments at 2x4, and worked as a designer at IDEO and at the Rockwell Group.

PROFESSIONAL EXPERIENCE

Other Tomorrows, Boston (current position)

Founder and President_2019-2020

- directs a multi-disciplinary studio of design professionals specializing in storytelling, experience design, and design thinking
- speaks globally on issues related to human-centered design, design, architecture, and innovation
- leads client relationships and engagements across a broad range of industry verticals

Continuum, Boston

VP, Design_2017-2019

- global human-centered design ambassador on behalf of Continuum and in support of the Chief Design Officer with a direct reporting line to the COO
- supports brand awareness and business development efforts in close collaboration with marketing and sales, and in alignment with Continuum's strategic priorities
- speaks frequently globally on issues related to human-centered design, design, architecture, and innovation
- client relationships include Southwest Airlines, Google, BBVA, Kaiser-Permanente, Chili's, Jamba Juice, Canon, P&G, Museum of Fine Arts Boston, Eli Lilly, Red Robin, New England Aquarium, and Staples

Principal, Service and Experience Design_2009-2016

- leads the Space Group, Continuum's global discipline group of architects and spatial strategists
- member of the Service Line of Business global leadership team
- leads engagements for multiple clients across a broad range of industry verticals

Project_ New York and Boston

Partner_1998-2010

- exhibition design for 13:100 | Thirteen New York Architects Design for Ordos, New York, New York
- selected for the Young Architects Award by the Architectural League of New York, 2008
- architectural installation for the YouPrison Exhibit, Torino, Italy, 2008
- architectural design for studio 24b, a painting and furniture studio in Portland, Maine
- research project and exhibition of The Architects of Our Happiness
- architectural design for GS Getaway, a vacation home in Pownal, Vermont

2x4, New York, New York

Director of Environments_2007-2009

- branding and wayfinding graphics for Lincoln Center's 50th anniversary redevelopment
- new brand and identity for the Harvard Art Museum
- environmental graphics for Gehry Partners' Novartis building in Basel, Switzerland
- design and installation of the Nike 100 exhibition in Beijing, China
- store graphics for the MoMA Design Store Tokyo with Gluckman Mayner Architects
- exhibition design and film for Frank Lloyd Wright's Martin House Visitors Center, Buffalo

IDEO, San Francisco and Chicago

Designer / Design Strategist_2005-2007

- on-going consulting for IDEO's Smart Spaces practice
- Brand Experience Blueprint for the American Red Cross Blood Services
- Retail audit and design strategy for Bally Total Fitness
- Brand Experience Blueprint for Nemours Children's Clinic

Rockwell Group, New York, New York

Designer / Project Architect_2003-2005

- Millennium Dome Casino, London, England
- Canyon Ranch Spa and Resort Development, Miami, Florida
- Absolut Lounge Prototype, Las Vegas, Nevada
- Nobu Fifty Seven, New York, New York

Wood + Zapata, Boston, Massachusetts Designer_2002-2003

- Hangzhou Park Master Plan and City Revitalization Project, Hangzhou, China
- Shihlin Paper Mill Retail and Commercial Center, Taipei, Taiwan
- Miami Biscayne Residential Development, Miami, Florida

WW, Cambridge, Massachusetts Designer_2000-2002

- projects include a community center in Lexington, Kentucky; a high school arts and athletic building in Louisville, Kentucky; and a feasibility study for a regional decorative arts museum expansion

James Carpenter Design, New York, New York Exhibition Designer_2000

- design and installation of the office's exhibit at the Architectural Association, London
- managed the production of models, drawings, and presentation materials

EDUCATION AND AFFILIATIONS

Rice University School of Architecture, Houston, Texas - Master of Architecture (05/2000)
Master's Thesis: *Houston inside, slowly*
Albert Pope (chair), Hamid Naficy, Lars Lerup, John Casbarian

Bennington College, Bennington, Vermont - Bachelor of Arts (06/1996)
Interdisciplinary Major focused on Visual Arts and Social Science

Registered Architect: New York and Massachusetts

TEACHING IN DESIGN, INNOVATION, AND DESIGN STRATEGY

Massachusetts Institute of Technology, Cambridge Visting Lecturer_2017-2020

- Design Across Scales 4.110 - lecture course for ~80 students (2019-2020)
- The Human Factor in Innovation and Design Strategy 4.051 - seminar (2018-2019)
- The Human Factor in Innovation and Design Strategy 4.S200 - seminar (2017)

Northeastern University, Boston Adjunct Professor_2010-2015

- Understanding Design ARCH 1450 to ~300 students in Fall 2015
- Design Thinking and Architecture Seminar ARCH 2360 in Spring 2015
- Environmental Design ARTG 4553.01 as an activism-based course from 2010 to 2013

PUBLIC SPEAKING

- Lee speaks frequently to industry, corporate, and academic audiences in venues such as SXSW, the MIT Media Lab, the AIGA, Harvard Business School, Yale School of Management, the Bauhaus Dessau, NEXT Berlin, Barcelona Building Innovation Symposium, Swissnex, EXPO Milano, the MIT School of Architecture, the Innovation Learning Network, and the Seoul Design Festival. In September 2019, Lee co-organized and co-hosted the Design Observer conference *The Design of Business | The Business of Design* at MIT with Jessica Helfand and Michael Bierut.

DESIGN AWARDS

- 2018 IDSA IDEA Gold Award for Service Design (Southwest Airlines Airport Wayfinding Experience)
- 2018 SDN Service Design Award (Southwest Airlines Airport Wayfinding Experience)
- 2018 Fast Company Innovation by Design Award Finalist (Southwest Airlines Airport Wayfinding Experience)
- 2018 Core77 Design Awards Runner-Up for Service Design (Southwest Airlines Airport Wayfinding Experience)
- 2017 DMI Design Value Award (Kaiser-Permanente Imagining Care Anywhere)
- 2016 International Foodservice Manufacturers Association (IFMA) COEX 2016 Innovation Award Winner (Chili's Menu Innovation)
- 2016 IDSA IDEA Silver Award (Fisher-Price Future of Parenting)
- 2013 Core77 Design Award for Service Design (BBVA's Customer-Centric Bank)
- 2013 Design Biennale Boston Winner (with Ana Miljački and Project_)
- 2008 The Architectural League of New York: Young Architects Award 2008 (with Ana Miljački and Project_)
- 2005 Graham Foundation Grant for *The Architects of Our Happiness* Exhibition (with Ana Miljački and Project_)

BOARDS AND ADVISORY COUNCILS

- 2017-2022 Emerald Necklace Conservancy Board of Directors
Co-Chair of the Development Committee
Member of the 20th Anniversary Campaign Committee
- 2016-2018 Dubai Institute of Design and Innovation (DIDI) Advisory Board
Curriculum development in association with MIT School of Architecture and the D Minor
- 2015-2016 Massachusetts Innovation & Technology Exchange (MITX) Design Tech Summit Advisory Council

DESIGN REVIEWS AND AWARD JURIES

- Lee has served on various design reviews at MIT, Harvard University, Rice University School of Architecture, Columbia University, New Jersey Institute of Technology, Pratt Institute, Lehigh University, Yale University, and the Boston Architectural Center.
- 2017-2018 Harleston-Parker Award Jury
- 2016 MIT 100K Prize Jury