



August, 2018

Cheryl Heller has a history of building new resources within organizations that expand their reach and capacity, making them more innovative and resilient.

In Boston, she founded the first design department in a major advertising agency and as president, grew the division to the largest and most profitable in the agency, when it was spun off as an independent entity.

At an international identity firm, she built an advertising and communication design capacity that grew to represent sixty percent of the firm's billing.

At the School of Visual Arts in New York, she founded the first MFA program in social innovation design; after six years, it is the third largest graduate program at SVA with students from twenty-eight countries and international partners.

Career Highlights

- ▶ 2014 AIGA Medal Recipient for her contribution to the field of design: “Recognized for deftly embodying the many dimensions of communication design and for inspiring and guiding people and organizations to use design for social innovation as a strategic tool to improve the human experience.” <http://www.aiga.org/medalist-cheryl-heller/>
- ▶ 2017 Rockefeller Foundation Bellagio Practitioner Fellow <https://dsi.sva.edu/blog/2017/07/cheryl-heller-awarded-a-practitioner-fellowship-in-the-rockefeller-foundation-bellagio-center-program/>
- ▶ Her book, *The Intergalactic Design Guide: Harnessing the Creative Potential of Social Design*, will be published in October, 2018, by Island Press.
- ▶ Founding chair of the first MFA program in Design for Social Innovation at the School of Visual Arts. Alums are working in multi-national corporations, global NGOs, the U.S. Government, development and creative consultancies, nonprofits, social enterprises and as founders of their own companies. <http://dsi.sva.edu>

Cheryl Heller [473 Litchfield Road, Norfolk, Connecticut 06058](https://www.google.com/maps/place/473+Litchfield+Road,+Norfolk,+CT+06058)

- ▶ Advisor to the Bill and Melinda Gates foundation and USAID on a Public Good program for Human Centered Design.
- ▶ In partnership with Babson College, developed new curriculum on Social Design and Entrepreneurship for the Arthur M. Blank Foundation, delivered to the foundation's grantees
- ▶ Creator of the Sappi Ideas that Matter program, which awards grants to designers working for the public good. Since its launch in 1999, this program has provided nearly \$13 million in support for social projects led by designers. <http://www.na.sappi.com/ideasthatmatterNA/>
- ▶ Creator of the Measured Summit, and the Measured Design Manual, dedicated to measuring the impact of social design on human health, which brings together leaders in philanthropy, design, business and the social sector to develop methodologies to measure the difference that design makes in solving social challenges, supported by the Robert Wood Johnson Foundation and the Gates Foundation among others. <http://measured.design>
- ▶ Partner/strategist for the Buffalo Niagara Medical Campus in the creation of an innovation district toward city revitalization
- ▶ Board Chair and Founding faculty for the PopTech Social Innovation Fellows Program, which has now supported over 130 science and social innovation fellows from around the world. <https://vimeo.com/54456640>
- ▶ 2010-2014 Advisor to the Concern Worldwide Innovations project, funded by the Bill and Melinda Gates Foundation, which co-created innovations for maternal and infant health with some of the most challenged communities in the world.
- ▶ 2014-2016 Guided the Lumina Foundation in designing its Social Investment capacity, defining capabilities, standards and processes.
- ▶ 2016: Creator and author of The Understatement, a journal dedicated to "Thoughts on the State and Practice of Social Design" <http://theunderstatement.design>

Experience Overview

Heller is an educator, business strategist and communication designer who has founded two companies and taught creativity to leaders and organizations around the world, including the USA, Kenya, Mexico, Ghana, Sierra Leone, India, China and South Korea. She has helped grow businesses from small regional enterprises to multi-billion global market leaders, launched category-redefining divisions and products, reinvigorated moribund cultures, and designed strategies for hundreds of successful entrepreneurs.

Her clients have included Ford Motor Company, the Ford Foundation, American Express, Reebok, Marriott International, Cemex, Gap, Bayer Corporation, the Lumina Foundation, Seventh Generation, L'Oreal, Hearst, Sappi, WWF, Audubon, IDE, Concern Worldwide and the Girl Scouts of America. She created the Ideas that Matter program for Sappi in 1999, which has since given over \$13 million to designers working for the public good. She also advised Paul Polak and the Cooper Hewitt National Design Museum on the exhibit, "Design for the Other 90%." Cheryl is a Matrix Award winner for excellence in communication and has been profiled through articles in the New York Times, the Boston Globe, BusinessWeek and many others, and her work has been published widely.

She has written for many publications on the subject of social design and creativity, and her work is included in the permanent collection of the Library of Congress.

Education

Ph.D Candidate, Royal Melbourne Institute of Technology, Australia

MFA, Goddard College, Creative Writing

Harvard Executive Education, Design

School of the Museum of Fine Arts, Boston

Ohio Wesleyan University, BFA, magna cum laude

Affiliations and awards

Senior Fellow and Social Designer in Residence, Babson Social Innovation Lab and the Lewis Institute

PopTech Board of Directors, Board Chair

Advisor, Cooper Hewitt National Design Museum on D-Rev, Design for the other 90%.

Member, Aspen Design Summit

AIGA Board of Directors, Executive Committee

AIGA Medalist, 2014

Profiled in New York Times, Boston Globe and WSJ.

Recipient of hundreds of design awards: AIGA, Communication Arts, The One Show, Print, New York Art Directors, San Francisco Art Directors, Andy's, Addies, The One Show, Hatch Awards, Society of Publication Designers

Matrix Award for Women in Communication

Collections: Library of Congress.

Faculty, School of Visual Arts, New York

Faculty, Boston College Center for Corporate Citizenship

Faculty, Pop!Tech Fellows

Faculty, Milago Foundation Ranier Fellows

Faculty, Cambridge University Programme for Sustainability Leadership

Employment:

Current: Chair, MFA Design for Social Innovation, SVA

Founding Partner, CommonWise

President, The Measured Lab

1993-2000 EVP, Executive Creative Director, Managing Partner, Siegel&Gale, New York

1990-1993 EVP, Executive Creative Director, Wells, Rich, Green

1986-1990, CEO and Chief Creative Officer, HellerBreene, Boston

1980-1986, SVP, Design Director Humphrey Browning MacDougall, Boston

Published Articles

SOCAP:

<http://socialcapitalmarkets.net/2017/01/13/the-measured-summit/>

NextBillion:

<http://nextbillion.net/calendar/the-measured-summit/>

SSIR: https://ssir.org/articles/entry/designing_a_way_to_measure_the_impact_of_design

“The American Dream in Black and White: Designing a Just Economy”

<https://unreasonable.is/the-american-dream-in-black-and-white-designing-a-just-economy/>

Cheryl Heller [473 Litchfield Road, Norfolk, Connecticut 06058](https://www.cherylheller.com/)

“Social Design Helped Women Win Equality in Iceland. And So?”

<https://designobserver.com/feature/social-design-helped-women-win-equality-in-iceland-and-so/39776>

Dear Jeff Bezos, Have You Ever Been to the Amazon?

<https://designobserver.com/feature/dear-jeff-bezos-have-you-ever-been-to-the-amazon/39608>

“Are You a Generalist Who Dreams of Being an Expert? Read This.”

<https://unreasonable.is/are-you-a-generalist-that-dreams-of-being-an-expert-read-this/>

“Forget Poverty, Let’s Talk Business”

<https://unreasonable.is/forget-poverty-lets-talk-business/>

“Learning from the Profession We Love to Hate”

<https://unreasonable.is/learning-from-the-profession-we-love-to-hate/>

“Putting the ‘I’ Back in Team

<https://unreasonable.is/putting-the-i-back-in-team/>

“Where Design is Going and How to Be There,” *How Magazine* and the *AIGA Journal*

<http://www.aiga.org/where-design-is-going-and-how-to-be-there>

“The Social Innovation Revolution”

<http://www.printmag.com/in-print/cheryl-heller-social-innovation-revolution/>

“What Entrepreneurs Can Learn from Playwrights”

<https://unreasonable.is/what-entrepreneurs-can-learn-from-playwrights/>

“How to Design Effective Communications”

<https://unreasonable.is/design-communication/>

“Why Innovators Need to Write & 4 Steps for You to Start”

<https://unreasonable.is/why-you-should-write-if-you-want-have-an-impact/>

Presentations and Interviews

Commonwealth Club, San Francisco Tech Talk: <https://www.commonwealthclub.org/events/2016-11-10/intergalactic-design-guide-quantum-approach-human-and-business-potential>

DMI, Academic Design Management Institute: [Keynote](#)

Sustainable Brands: http://www.sustainablebrands.com/digital_learning/event_video/product_service_design_innovation/design_disrupted_for_good_social_creating_new_markets

TedX Fargo https://www.youtube.com/watch?v=JnYTzUVR5_8

TedX Richmond <https://www.youtube.com/watch?v=mCrqRj3fsvE>

Talking Cities, The Cutting-Edge of Common Sense / Episode 8 / Released November 29, 2016
<http://www.bnmc.org/podcast/>

Columbia Business School, BRITE: Creating Social and Financial Value Through Stories
Yale, Global Health and Innovation Conference: Creating Our Way to Wellbeing

The Arthur M. Blank Foundation: Entrepreneurial Leadership in the Social Sector

Socap, <https://dsi.sva.edu/blog/2017/05/cheryl-heller-joins-the-socap-good-capital-project/Measured.Design>

Unreasonable Institute <https://vimeo.com/46270408>

Kyoorius Design Yatra, Goa India: https://www.youtube.com/watch?v=00ydNWg_3Sw

Design Observer, [Insights](#) Per Minute

AIGA Medalist <https://www.youtube.com/watch?v=RfOspyPynKA>

AIGA Design Leader Interview Series: Cheryl Heller

AIGA Phoenix: Method and Madness

Arizona State University, Lecture: The Real Power of Social Design

Arizona State University: ReDesign School

Ignite, Brooklyn: One Single Answer to All the World's Problems

How Conference, Chicago: Women, Power, Money

100x100 Conference: Beijing, China

Sex Drugs and Helvetica, Sydney, Melbourne:

TopCoder National Conference, Buffalo

University of San Francisco, Quito, Ecuador

Tsinghua University, Beijing, China

Tongji University, Shanghai, China

Hunan Normal University, Changsha, China