

Stanford



Lisa Radloff

Associate Director, Experience & Content, Graduate School of Business - Digital Solutions

CONTACT INFORMATION

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Bio

BIO

Using an empathetic, human-centered, design-thinking approach, I translate client needs into new products, processes and services for the Staff, Faculty, Alumni and Students of the Graduate School of Business. I work with clients to determine the requirements of the project and communicate them clearly to all stakeholders. I offer a creative problem-solving mindset to clients, partners and colleagues and use a series of techniques and activities in order to foster the best possible ideas for rapid prototyping.

CURRENT ROLE AT STANFORD

Associate Director, Experience & Content, Graduate School of Business - Digital Solutions

I manage a team of UX Strategists, UX/UI Visual Designers, and Enterprise Content Analysts who focus on user experience and enterprise content strategy. We seek to create effective user-centered solutions for our client-partners at the Graduate School of Business.

Trained as a Catalyst as part of the Stanford Design School's "Design Thinking Basic Training" program, I offer custom, consultative Design Thinking workshops & facilitation skills to the Staff and Alumni of the Graduate School of Business (GSB) as an extension of my role as a Business Analyst for the GSB. (They are concurrent positions)

"Design Thinking Basic Training" ~3-4 hour program is a hands-on session practicing tools for bringing ideas to life. The content is designed and delivered by d.school faculty and the classroom experience is facilitated by rising-star d.school catalysts. The purpose is to give people a view into the Design Thinking approach and teach them how to begin to apply it to their everyday work (or personal) life.

HONORS AND AWARDS

- GSB "ALL STAR", LEAD Speaker Series Moderator (6-30-16)
- GSB "On The Spot", GSB (8-29-14)

EDUCATION AND CERTIFICATIONS

- LEAD Certificate, Stanford Graduate School of Business , One year LEAD program - Learn, Engage, Accelerate, Disrupt (2016)
- M.Sc., University of Illinois at UC , Information Science (1995)

PROJECTS

- Stanford Profiles Rollout - Stanford Graduate School of Business (2/1/2012 - present)

SERVICE, VOLUNTEER, AND COMMUNITY WORK

- Humane Society Silicon Valley
- East Palo Alto Food Pantry
- Second Harvest Food Bank
- Humane Society Silicon Valley Adoption Volunteer (10/1/2001)
- South Bay Creek Cleanup - Friends of the Los Gatos Creek Trail

PERSONAL INTERESTS

Guitar, Drums, Running, Walking, Hiking, Live music, Ethiopian food, volunteering, reading, cooking, writing, painting (acrylics), welding, scuba. Hometown is Palatine, IL

LINKS

- GSB IT SolutionsLab: <https://gsbsolutionslab.stanford.edu>
- LinkedIn: <https://www.linkedin.com/in/lisaradloff>

Professional

PROFESSIONAL INTERESTS

Design Thinking methodology, Business Architecture, Process Redesign, Workflow Facilitation, Creative Problem-Solving, Being a Change Agent for good

WORK EXPERIENCE

- Design Catalyst - Stanford GSB (11/1/2012 - present)

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

- Secretary, BAA (2012 - present)

Publications

PRESENTATIONS

- Stanford Profiles Concept Pitch Deck - GSB Digital Solutions Management Team (1/2/2015 - 7/1/2015)