

Mechanical Engineering Lecture in Design

Design at IBM: Delivering Great User Experiences at Scale



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on Friday, September 26th at 4:00pm in 3-370

By forming the first corporate design program at IBM in 1956, then IBM President Thomas Watson Jr., and architect and industrial designer Eliot Noyes forged a partnership that would shape thinking around corporate design for decades to come. They believed that corporate design must be informed by character rather than surface image, and that “good design is good business.” Today, these principles continue to serve as some of the foundational tenets of the field of corporate design. In recent years, Design has become even more critical to the success of enterprise technology products and services. Increasingly, to be successful, even tools that are designed for business must delight their users with compelling experiences on par with the consumer and gaming applications that people use outside of work. Recognizing this, IBM has embarked on an ambitious new era of Design with the goal of enabling great Design in a wide variety of projects across IBM, a company that today has more than 400,000 employees. At the heart of the approach is IBM Design Thinking, a shared practice that is grounded in empathy with users, rapid prototyping, and radical collaboration between the disciplines of Engineering, Design, and Product Management. By placing human needs at the center of how development teams think and work, Design offers a powerful lens through which the whole team can better understand problems, explore solutions, and innovate in ways that matter.

Refreshments will be served before the seminar.
Please contact Tony Pulsone at pulsone@mit.edu with any questions.