



Stony Brook University

Biomedical Informatics Grand Rounds



Jen van der Meer, MBA; Assistant Professor, Parsons Strategic Design and Management Program; Founder and CEO, Reason Street

Design Thinking and Data

Wednesday, April 17th, 2019 3pm—4pm

BMI Conference Room HSC-L3 Room 045

Abstract:

As we continue to add new data into the lives of patients, practitioners, and administrators, how will we reap the promise of new technology without adding more burden to the system? Design thinking can bring new approaches to seemingly intractable problems which seem so large and complex that we often lose sight of the fact that data is meant to be understood by humans. By practicing design thinking, it's possible to gradually improve the overall user experience of data one step at a time.

Bio:

Jen van der Meer is an assistant professor at The School of Design Strategies at Parsons, where she researches how business models shape our world. She is also the founder and CEO of Reason Street, which delivers business model design, analysis, and visualization tools for us to see organizations as complex systems, and make better decisions. Jen started her career as a stock analyst and economist on Wall Street, then held executive roles in design-driven companies like Organic, Inc. and frog design. Her social data company, Drillteam, was acquired by Dachis Group (now Sprinklr) in 2013. Jen holds a BA in comparative religion from Trinity College and an MBA from HEC in France.

****CME Credit Available****

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