

# lextant

## BIO: CHRIS ROCKWELL



### PRESIDENT

Chris is the founder of **lextant**, a user experience consultancy dedicated to informing and inspiring design through a deep understanding of people, their experiences and their aspirations. **lextant's** experienced team of design research and user-experience professionals have provided this clarity for design innovation in such diverse domains as consumer package goods, health care systems, durable goods, retail apparel, consumer electronics, and information technology systems.

Chris grew up with a passion to understand how the things we “make” affect how we work, live, and play. At the early age of 16, he was conducting research programs to explore technology design and driver behavior for pay-at-the-pump systems, steering controls, and entertainment systems. After completing his Masters in Human Factors Engineering at Virginia Tech., Chris joined Hewlett-Packard where he spent 6 years developing and honing user-centered design methodologies.

With a vision for design research at the heart of innovation, Chris formed **lextant** and led the development of immersive research methods and translation strategies to identify and clarify opportunities for product, retail, brand and interactive design programs. His contextual, ethnographic, participatory, and modeling frameworks have helped clients such as Microsoft, P&G, Motorola, Whirlpool, American Eagle, Cardinal Health, Johnson & Johnson and others deliver products and solutions aligned with the emotional, behavioral, and experiential needs of their customers.

A frequent speaker and thought leader, Chris was recently named adjunct faculty at The Ohio State University. He also sits on the Advisory Board for Virginia Tech's Department of Industrial and Systems Engineering.

### Areas of Expertise

Applied Design Research Methods  
Generative and Evaluative Research  
Consumer Behavior  
Experimental Design  
Human Factors Engineering  
Interaction Design  
Innovation Methods

### Industry Experience

Medical, Financial, Consumer, Retail

### Publications

DMI Review, Interactions Magazine

### Affiliations

IDSA, UPA, DMI, HF&ES PD, PDMA, CHI

### Awards & Honors

Adjunct Faculty — The Ohio State University  
Board Member — Virginia Polytechnic Institute and State University

### Speaking

IDSA, About With and For, HF&ES, MRA, BAI Retail Delivery

### Education

BS, Industrial and Systems Engineering, The Ohio State University  
MS, Human Factors Engineering, Virginia Polytechnic Institute and State University

### [www.lextant.com](http://www.lextant.com)

Learn how Lextant helps our clients innovate faster, make great ideas better, visualize possibilities, create alignment, and reduce risk.

