

# FUSU THAO

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## DIRECTOR OF DESIGN

**Drive design excellence and navigate the complex ambiguity of end-to-end innovation to deliver business growth, enhanced brand and customer experiences, and collaborative creative culture for startups to global enterprises.**

Empower teams to shape how people live better, work smarter, and play harder through human-centered design solutions that transform complex challenges into actionable strategies to grow business, advance innovation, and elevate brand. An accomplished design leader in innovation, design research, industrial design, UX design, brand design, and operations, blending diverse expertise, leadership, and business acumen to innovate and commercialize physical and digital solutions for global B2B & B2C brands in consumer, healthcare, commercial, industrial, transportation and mobility sectors, earning patents and awards demonstrating best-in-class influence. Champion collaborative creativity and growth mindset, embracing technologies and tools to develop talent and capabilities, inspiring cross-functional teams to think and act holistically in curious and transformative ways, unlocking unique and elegant solutions for software-integrated systems, devices, high-quality equipment, hard goods, soft goods, packaging, and services, delivering meaningful outcomes and impact.

### Skills:

- Design Leadership & Vision
- Strategy, Process & Operations
- Insights, Foresight-Driven Innovation
- Multi-Functional Team Management
- User-Centered Design, HMI, HCI
- Design Research & Usability Testing
- AI x Design Thinking & Ecosystems
- Market & Competitive Analysis
- E2E Product Design & Development
- Brand Identity & Design Systems
- CMF & Design Engineering DFMA
- Build Internal / External Partnerships

## PROFESSIONAL WORK EXPERIENCE

### Director of Design / Senior Design Manager

Neogen Corporation / St. Paul, MN / 2022 – 2024

Established and headed design function and vision for a \$1 billion food and animal safety biotechnology company, forging relationships and empowering high-performing teams to drive over \$600MM in revenue programs with innovative, user-obsessed and guided solutions through strategic collaboration and a creative culture of growth.

- Built and scaled in-house design and partnerships, increasing project impact 5X and cutting consultant costs 53%. Shaped design vision, developed talent, and integrated design research, industrial design, UX design, brand design, and ops, boosting design velocity 30%, enhancing collaboration, and driving value, differentiation, and margin growth.
- Advanced a key diagnostic innovation program with new research methods and collaboration, leading to disruptive H2/3 platform thinking and solutions. Crafted a compelling value proposition and sustainability brand experience, resulting in the fastest revenue-generating product launch in a new market.
- Co-founded Global Insights COE, embedding foresight, data-driven insights, and user-centered design to accelerate decision-making, development speed, and customer satisfaction. Guided PPRA Automated Feeder design and software. Leveraged design thinking and testing to enhance e-commerce navigation, boosting conversion rates and usability.
- Accelerated OEM product design by 25% while enhancing distinct brand equity and usability through our developed visual brand language design systems and tool kits for industrial design and UX design. Migrated the rebranding of 3M connected solutions to Neogen and integrated into the Data Analytics SaaS platform for alignment and growth.
- Organized Design Summit, fostering collaborative thought leadership. Transformed the MN facility into a collaborative workspace, envisioning the Customer Innovation Center. Led ideation workshops, improving sales effectiveness. Co-developed AI policy, integrated generative AI and VR into design workflows to boost insights, creativity, and quality.

### Senior Design Manager / Design Manager – Health Care

3M / St. Paul, MN / 2016 – 2022

Led design teams in a global \$8 billion healthcare business, contributed over \$800MM in revenue programs by fostering cross-collaborative partnerships, meeting regulatory compliance, and delivering award-winning innovations and outcomes while nurturing an innovation design destination and culture for talent and industry.

- Delivered connected hardware/software experience, achieving 308% forecast attainment, 58% faster growth, and \$25:1 Design ROI. Drove 400% bottom-line growth in second-largest unit with customer-driven designs, boosting margins, testing speed, usability, adoption, and reducing customer support interactions by 30%.
- Renowned leader in UCD methods, driving multi-cultural teams to reimagine a global and disruptive 4 Lenses Innovation roadmap for H1/2/3 in oral care. Achievements include over 300 concepts and 15 platform opportunities, the award-winning Filtek Universal Shade Guide & Filtek Matrix 3D printed custom restorations, increasing platform revenue by 30%.
- Captured Medtech's design partnership with Medtronic to deliver the wearable PillCam Genius SB system leveraging 3M technologies and capabilities. Boosted auscultation portfolio's revenue by 30% through insights, trends & CMF strategies.
- Established design capability in new pharma and water purification division, driving impact for business and lab leaders. Advanced sustainability design for pharma and water programs, including Harvest RC Clarifier. Strengthened global design network and led strategic direction for connected home water filtration with OEM partners in China.
- Instrumental in developing scalable VBL product design systems. Advanced industrial design processes using VR/AR workflows, enhancing solution quality with award-winning designs like the Filtek RelyX Universal Resin Cement delivery device. Strengthened Food Safety strategic partnerships through research on connected digital platforms & IP generation.

## **Lead Industrial Designer – Health Care / Sr. Industrial Designer – SEMS**

**3M / St. Paul, MN / 2014 – 2016**

- Strategically led and delivered cross-functional, complex, and atypical design initiatives across multiple divisions, driving technical innovations collaborating with global partners and suppliers in healthcare and personal safety. Championed user-centered connected innovations meeting business goals, technical design, clinical trials, and regulatory market, such as the award-winning True Definition 3D Intraoral mobile scanner and Speedglas Curved ADF wider view welding helmet.

## **Lead Industrial Designer / Sr. Industrial Designer**

**Brooks Stevens Inc. / St. Paul, MN / 2008 – 2014**

- Led and executed complex and ambiguous product development programs from research, design, prototyping to engineering for global brands across hand tools to large integrated systems in medical, consumer, commercial, and transportation sectors; partnered with industry leaders like Medtronic, Samsung, Ecolab, Kimberly Clark, Stratasys, Briggs & Stratton, Arctic Cat, and Thermo King, delivering award-winning, market-driven solutions maximizing ROI.

## **EDUCATION & CERTIFICATIONS**

- **Bachelor of Industrial Design (BID)** Carleton University / Ottawa, Ontario, Canada
- **d.MBA, Business Design** d.MBA
- **NNg UX Certified Specializing in UX Management** Nielsen Norman Group
- **AI x Design Thinking** IDEO U

## **SKILLS & CAPABILITIES**

- |                                    |  |                                   |
|------------------------------------|--|-----------------------------------|
| ▪ Generative User Research         | ▪ Advanced Development Innovation      | ▪ Product Life Cycle Management   |
| ▪ User & Usability Testing         | ▪ 3D Modelling & Rapid Prototyping     | ▪ Packaging Experience Innovation |
| ▪ Customer Journey Mapping         | ▪ DFMA Design for Manufacturing        | ▪ SolidWorks, KeyShot             |
| ▪ Personas & User Flows            | ▪ Photo Rendering & Visualization      | ▪ Adobe Illustrator, Photoshop    |
| ▪ Gen AI & Design Workshops        | ▪ CMF (Colors, Materials, Finishes)    | ▪ Figma, Miro, Sketchbook Pro     |
| ▪ Human Factors Engineering        | ▪ Interaction Design & UI Design       | ▪ Gravity Sketch, Vizcom          |
| ▪ Business Models & Prototypes     | ▪ Information Architecture, Wireframes | ▪ Dall-E, Midjourney              |
| ▪ Visual Brand Language Governance | ▪ Product & UX Design Systems          | ▪ Maxwell Render, Cinema 4D       |

## **ACHIEVEMENTS**

### **40 Patents & 29 Best-in-Class Business Design Awards**

- Red Dot Award – Neogen PPRA Enumeration Data Mgmt
- Red Dot Award – 3M Speedglas Curved Welding Helmet
- Green Good Design Award – 3M Enviro. Scrub Sampler
- Good Design Award – 3M Filtek Dental Shade Guide
- Good Design Award – 3M Clean-Trace Hygiene System
- IF Award, Edison – 3M True Definition Scanner -Mobile
- [Google Patent List](#)

### **3M Golden Step Awards (Highest Revenue Innovation)**

- 3M Littmann Stethoscope Design Enhancements
- 3M Novel Delivery Device for Filtek Supreme Flowable
- 3M Filtek Bulk Fill Flowable Restoratives
- 3M Littmann CORE Digital Stethoscope
- 3M RelyX Universal Resin Cement
- 3M Scotchbond Universal Plus Adhesive