



The Center for Entrepreneurship

at the University of Michigan College of Engineering Presents a Special Lecture:

IDEO: Design for Social Impact

February 25, 2010 @ 5:30pm – 7pm

133 Chrysler @ Chrysler Center (2121 Bonisteel Blvd – North Campus)

Aradhana Goel and **Tasos Karahalios**, design consultants from IDEO, will be coming to campus to share about IDEO's work in the social sector and answer questions. This special lecture is open to the entire UofM community. Space is limited so please come on time. For more information, please contact Moses Lee (moseslee@bus.umch.edu)

Aradhana Goel

Aradhana co-leads the Systems@Scale Practice at IDEO-Chicago and has experience ranging from architecture and urban design to experience design to service innovation. She is passionate about understanding human behaviors, how they inform the collective societal patterns, and how these patterns intersect with technology and business needs to inform innovative product or service solutions. Her current desire and future focus is designing for emerging markets like India that are highly value-conscious and require systems-level scalable innovation.

Tasos Karahalios

Tasos works across offices as both a project leader and senior design engineer on a wide range of projects within the Health and Wellness and the Consumer Experience Design practices. His recent projects have resulted in designing numerous physical products including desktop videophones, DNA diagnostic equipment, and surgical handpieces, as well as defining new business models and service experiences for industries ranging from the automotive to the world of stem cell processing.