



# Natalie Nixon

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**Design Strategist, Author, Fellow at Paris d.School and Lecturer at The University of Pennsylvania**

Natalie W. Nixon, PhD is a design strategist and a hybrid thinker. At Figure 8 Thinking, LLC she helps organizations accelerate innovation and growth by developing meaningful strategy through design thinking and ethnographic research. As a scholar-entrepreneur, she applies her diverse background in service design, anthropology and fashion, to help clients with culture transformation, leadership development, ideation sessions and envisioning labs.

Natalie is a Fellow at the Paris d.School, a lecturer at the University of Pennsylvania in social innovation and design for social impact and a Senior Advisor at Econsult Solutions. She is the Founding Director of the Strategic Design MBA program at Philadelphia University where she was a professor in design strategy and fashion management.

Natalie is a published author: the editor of Strategic Design Thinking: Innovation in Products, Services, Experiences and Beyond and a regular contributor to INC.com online magazine on creativity and design thinking. She is a global speaker and is represented by the BigSpeak speakers bureau. Her public speaking invitations have included the Business Innovation Factory, 360 Possibles (Saint Malo, France), Creative Mornings, TEDx Philadelphia, The Copenhagen Institute for Interactive Design, The European Innovation Academy (Nice, France), SEB Bank (Tallinn, Estonia), FUSE and the Mayo Clinic's Transform conference.

She serves on the boards of the Alumni Association of Vassar College, the Philadelphia Art Commission and Leadership+Design.

Natalie earned her BA (Honors: Cum Laude) from Vassar College with a double major in Anthropology and Africana Studies; an MS in Global Textile Marketing from Philadelphia University (USA), Shenkar College (Israel) & Reutlingen University (Germany); and a PhD in Design Management from the University of Westminster, London.