

# Hannah Chung

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## Summary

Hannah Chung captures powerful stories and creates products that empower people. As an entrepreneur and designer, she co-founded two award-winning organizations: Sproutel, a patient-centered research & development studio, and Design for America, a national organization where students work on social impact projects. Hannah specializes in design strategy, design research, product design & brand development, art direction, and UI/UX.

## Experience

### **ADJUNCT FACULTY, RISD; PROVIDENCE, RI 2021**

- Co-teach Fall Advanced Design Studio course in the Industrial Design Department.

### **CONSULTANT & ADVISOR 2020–PRESENT**

- Advise founders at early-stage companies on business strategy, product development & manufacturing, user experience, and design.

### **FREELANCE ILLUSTRATOR 2018–PRESENT**

- Illustrate commissioned projects and children's books.
- Created a book cover for "어떻게든 대화하다" by Junji Nakayama (client: Siwaseo Press)

### **CO-FOUNDER, SPROUTEL; PROVIDENCE, RI 2012–PRESENT**

Sproutel is an award-winning research and development studio that creates products that improve the lives of patients. As co-founder, Hannah led the overall company's direction and vision. She fundraised and built the company's core team and operations. Hannah created 3 notable products and brands during her tenure: Jerry the Bear, My Special Aflac Duck, and Purrble. As a board member, she advises the company's growth goals and business strategies.

#### **BOARD MEMBER 2012–2021**

- Oversee and advise best practices in organizational culture and business strategy.

#### **HEAD OF DESIGN 2019–2020**

- Refined Sproutel's design and product development processes.
- Led all aspects of design: design research, prototype development, brand development, and art direction. Created two products: Purrble (client partner: Committee for Children), and a Child Life Specialists Kit for My Special Aflac Duck (client partner: Aflac).

#### **CHIEF CREATIVE OFFICER 2012–2019**

- Created Sproutel's design research and product development processes.
- Co-created design roadmaps for product and business growth.

- Developed prototypes for new business opportunities and product partnerships.
- Led all aspects of design: design research, prototype development, art direction & asset creation, and UI/UX. Created two products: Jerry the Bear and My Special Aflac Duck (client partner: Aflac).

**CO-FOUNDER, DESIGN FOR AMERICA; EVANSTON, IL 2009–PRESENT**

Design for America (DFA) is a National Design Award-winning network of student-led studios creating local and social impact through interdisciplinary design. Hannah co-created the vision and mission of the organization. She contributed to the DFA process guide and created the alumni network. Hannah actively mentors student leaders. Two of her projects went on to become venture-backed companies, SwipeSense and Sproutel.

**ENGINEERING INTERN, RADIUS PRODUCT DEVELOPMENT; CHICAGO, IL SUMMER 2011**

- Conducted engineering review and testing for hospital disinfectant machine prototypes.
- Summarized test results and informed product revisions and next steps.

**DIGITAL INNOVATION INTERN, FORD MOTOR COMPANY; DEARBORN, MI SUMMER 2010**

- Reviewed and conducted testing for various CAD files for automobile parts.

## Boards / Advisory Councils

**BOARD MEMBER, COMMUNITY MUSICWORKS; PROVIDENCE, RI 2020–PRESENT**

Community MusicWorks is a nationally-recognized, community-based organization that teaches classical music in Providence, RI.

**SECRETARY & GOVERNANCE CHAIR 2021–PRESENT**

- Oversee and develop strategies for board governance. Recruit & onboard new board members. Conduct board reviews and reflections.
- Advise best practices in organizational culture as an active member in the executive committee.

**RACIAL EQUITY COMMITTEE 2020–PRESENT**

- Develop strategies and best practices to center CMW's organization culture in equity and racial justice.

**FOUNDING BOARD MEMBER, THE AVENUE CONCEPT; PROVIDENCE, RI 2016–2019**

The Avenue Concept creates and funds public art projects throughout Providence, RI. As one of the founding board members, Hannah built governance, advised organizational strategies, and led strategy workshops.

## Education

Northwestern University; Evanston, IL

B.S. in Mechanical Engineering, Segal Design Certificate 2012

## Award Jury

2020 Project Invent Demo Day  
2018 Hack for Global Good  
2016 James Dyson Award

## Awards & Recognitions

2021 Scholastic Art Mentorship Program  
2019 Cannes Silver Lion - Corporate Image, Communications and Reputation Management // My Special Aflac Duck, Sproutel  
2019 Cannes Silver Lion - Use of Technology // My Special Aflac Duck, Sproutel  
2019 SXSW Interactive Innovation Award // My Special Aflac Duck, Sproutel  
2019 SXSW Interactive Innovation Award - People's Choice // My Special Aflac Duck, Sproutel  
2018 Cooper Hewitt National Design Award // Design for America  
2018 Platinum SABRE Award - Best in Show // My Special Aflac Duck, Sproutel  
2018 Time Magazine's Best Invention // My Special Aflac Duck, Sproutel  
2018 CES Innovation Award - Best of Innovation // My Special Aflac Duck, Sproutel  
2018 CES Tech for a Better World Award // My Special Aflac Duck, Sproutel  
2018 CES Best in Show, Engadget // My Special Aflac Duck, Sproutel  
2018 The Tech Tribune 10 Best Tech Startups in RI // Sproutel  
2018 Connected World - Women of M2M Winner  
2016 Diabetes Innovation Challenge - People's Choice Award, T1D Exchange // Jerry the Bear, Sproutel  
2015 NIH Small Business Innovation Research Program // Sproutel  
2015 DESIGNxRI Design Catalyst Award // Sproutel  
2015 White House Demo Day: 32 Companies Representing Diversity in Tech // Sproutel  
2014 White House MakerFaire: Honored Maker  
2014 Women 2.0 Female Founders to Watch: Technology For The People  
2014 Core 77 Design Awards: Professional Runner up: Best Education Initiative // Design for America  
2014 MGH & Samsung Hackathon - Samsung Award  
2013 Women@the Frontier Female Game Changer  
2013 Fortune's Most Powerful Women Summit - Perfect Pitch Winner  
2013 Ashoka U-Cordes Innovation Award // Design for America  
2013 GOOD Magazine Best of Design// Jerry the Bear, Sproutel  
2013 Hasbro Hackathon - First Place  
2013 Providence Monthly 10 To Watch  
2013 Go Local Prov 13 To Watch in RI  
2012 Better World by Design Hall of Fame  
2012 Core 77 Notable Professional Award for Design for Social Impact // Design for America  
2012 Inc. Magazine "15 Women to Watch in Tech"  
2011 Boston Consulting Group Case Competition 1st Place  
2011 Don Norman Breed Fund Grant Recipient, Northwestern University

2009 Social Designer Competition Winner  
2009 DiabetesMine Design Challenge - Most Creative Award // Jerry the Bear

## Speaking

2021 NYU MakerSpace, New York University  
2020 Lillie's Ladies Who LaUNCH series, Rice University  
2020 Keynote Speaker, Project Invent Demo Day  
2019 Hack for Global Good  
2019 TEDxProvidence "What Children with Cancer Taught Me About Coping with Cancer"  
2019 Spark Design Conference, DESIGNxRI  
2019 Moves Millennial Forum  
2018 Rhode Island Virtual Reality (RIVR)  
2018 HCRI Speaker Series, Brown University  
2018 Clambake Speaker Series, DESIGNxRI  
2017 Industrial Designers Society of America (IDSA)  
2016 Chambers Family Entrepreneurial Lectureship, Vanderbilt University  
2016 General Assembly Boston  
2016 Better World by Design  
2015 Convocation Speaker, NYU Tandon School of Engineering  
2015 General Assembly Boston "Diversity in Design"  
2015 Creative Mornings Boston "Hannah Chung on Empathy"  
2015 TEDxSomerville "Play Meets Health with a Help of a Robotic Teddy Bear Friend"  
2015 SXSW "She Rules: A Female Leadership Panel"  
2015 Advancing Women's Excellence "The Power of Confidence"  
2015 MedStart, Tufts University  
2015 Better Health by Design, DESIGNxRI & Rhode Island School of Design  
2014 Zermatt Summit  
2014 Big Ideas Fest "Playful Learning: Bringing Empathy to Healthcare"  
2014 Women in Leadership Panel, Wunderman Thompson  
2014 EPAM Continuum  
2014 Pixar  
2014 The Well Conference  
2013 Fortune's Most Powerful Women Summit  
2013 Rhode Island Senate Economic Summit  
2013 Better World by Design  
2013 KASCON  
2013 Segal Seminar Series, Northwestern University  
2012 SEEED  
2012 TEDxHanRiver  
2012 Health 2.0 Chicago  
2012 RISD Mindshare, Rhode Island School of Design  
2012 Info Ecosystems for Well-being Conference, Institute For The Future

2012 Women@TheFrontier, Singularity University & NASA

## Guest Lecture

Brown University, School of Engineering  
Brown University, Swearer Center  
Hult International Business School  
New York University, Tendon School of Engineering  
Northwestern University, McCormick School of Engineering  
Northwestern University, School of Communication  
Northwestern University, Segal Design Institute  
Rice University, Liu Idea Lab for Innovation & Entrepreneurship  
Rhode Island School of Design, Industrial Design  
Tufts University, School of Engineering  
University of Rhode Island, Innovation and Entrepreneurship  
University of Washington, Human Centered Design & Engineering  
Vanderbilt University, School of Engineering

## Guest Critic

Brown University, Swearer Center  
Hult International Business School  
Rhode Island School of Design, Industrial Design  
Massachusetts Institute of Technology, D-Lab

## Patents

2018 **USD846040S1** Toy duck  
2017 **US10748450B1** System, apparatus, and method for creating an interactive augmented reality experience to simulate medical procedures for pediatric disease education  
2017 **US10783799B1** System, apparatus, and method for educating and reducing stress for patients with illness or trauma using an interactive location-aware toy and a distributed sensor network  
2013 **USD714884S1** Educational doll for children with chronic illness  
2012 **US10360810B1** Educational doll for children with chronic illness

## Publication

2010 Emotional-storyboarding: A Participatory Method for Emotional Designing for Children. H Chung, E Gerber. Conference on Design & Emotions

## Featured Publications

- 2018 Sproutel: How Design Roadmapping Helped Improved Children’s Health and Guide a Growing Company. S Beckman, E Kim, A Agogino. Harvard Business Review
- 2014 Design for America: Organizing for Civic Innovation. E Gerber. ACM Interactions, ACM Press
- 2013 Formative Feedback in Digital Lofts: Learning Environments for Real World Innovation. M Easterday, D Lewis, E Gerber. Artificial Intelligence in Education

## Selected Press Coverage

- 2021 [“A Fuzzy Fix: How ‘Social Toys’ Can Help Kids Battle Illness and Anxiety”](#), US News // Purrble, Sproutel
- 2020 [“How One Company is Helping Kids Cope During the Coronavirus”](#), Forbes // Purrble, Sproutel
- 2020 [“Pandemic Tantrums? Enter the Robot Playmate for Kids”](#), The Wall Street Journal // Purrble, Sproutel
- 2019 [“Teddy Bear to Help Children Manage Their Type 1 Diabetes”](#), KBTX // Jerry the Bear, Sproutel
- 2019 [“Children battling with Cancer Can’t Always Express Their Feelings. Now a Robotic Duck is Doing it For Them.”](#), The Washington Post // My Special Aflac Duck, Sproutel
- 2019 [“My Special AFLAC Duck: A Gold Standard for CSR Programs”](#), Forbes // My Special Aflac Duck, Sproutel
- 2018 [“Sproutel Brings Medical-Electronics Methods, Practices to Rocky Hill”](#), Providence Business News // Sproutel
- 2018 [“Episode 13-03 Animatronics for Social Good”](#), TechNation Radio Podcast // Sproutel
- 2018 [“Fur-covered Robots Are the New Therapy Animal”](#), CNET // Sproutel
- 2018 [“‘My Special Aflac Duck’ is a Robot to Help Kids with Cancer”](#), CNET // My Special Aflac Duck, Sproutel
- 2018 [“What A Duck Can Teach Us at CES 2018”](#), Healthpopuli // My Special Aflac Duck, Sproutel
- 2018 [“This Robot Therapy Duck Comforts Kids with Cancer”](#), Engadget // My Special Aflac Duck, Sproutel
- 2018 [“Kids with Cancer Have New Hope Thanks to the Aflac Duck \(Yes, That Duck\)”](#), Inc. // My Special Aflac Duck, Sproutel

- 2018 ["Aflac's Toy Robot for Kids Facing Cancer is The Smartest Toy of All"](#), Verge // My Special Aflac Duck, Sproutel
- 2018 ["How Two Northwestern Grads Are Making Childhood Illness Easier to 'Bear'"](#), BTN // Sproutel
- 2017 ["The NEW Jerry the Bear"](#), Six Until Me // Jerry the Bear, Sproutel
- 2017 ["This Startup's Interactive Bear Teaches Diabetic Kids How to Cope with Illness"](#), Rhode Island Inno // Sproutel
- 2016 ["Start-up Stepping Stones - Business Advice for Today's Women in Tech"](#), Women 2.0
- 2016 ["Why Kids Are Key to Healthcare"](#), LinkedInPulse
- 2016 ["Micro, Meso, Macro: Exploring the Scale and Presence of Design through Physical Objects and Social Systems"](#), Core 77
- 2015 ["High-tech Teddy Bear Teaches Kids about Health"](#), The Boston Globe // Jerry the Bear, Sproutel
- 2015 ["For Diabetic Kids, A Game-Changer in the Form of A Stuffed Bear"](#), NBC News // Jerry the Bear, Sproutel
- 2015 ["Sproutel Founders Talk Pitching Their Startup To President Obama"](#), Chicago Inno // Sproutel
- 2015 ["A Special Teddy Bear Helps Teach Diabetic Children About Their Illness"](#), Not Impossible Now // Jerry the Bear, Sproutel
- 2015 ["Tech Innovations that could Improve Lives in 2015"](#), The Guardian // Jerry the Bear, Sproutel
- 2014 ["Wonder Women"](#), United Hemisphere
- 2014 ["Jerry the Bear Goes to Washington"](#), Makezine // Jerry the Bear, Sproutel
- 2014 ["This Crowd-Funding Campaign would Give Every Diabetic Child a High-tech Teddy Bear"](#), The Washington Post // Jerry the Bear, Sproutel
- 2014 ["100 Pieces of Technology that Made the World a Better Place in 2014"](#), The Independent // Jerry the Bear, Sproutel
- 2014 ["Kids Are Falling in Love With This Special Teddy Bear. There's A Good Reason Why."](#) Upworthy // Jerry the Bear, Sproutel
- 2014 ["5 Female-Founded Startups to Keep an Eye on This Year"](#), Women 2.0
- 2014 ["Five Questions with: Hannah Chung and Aaron Horowitz"](#), Providence Business News // Sproutel
- 2014 ["Birdy the Kid and Jerry the Bear"](#), Six Until Me // Jerry the Bear, Sproutel
- 2013 ["What Do You Get When You Add A Disease To A Kids' Toy? Genius."](#) Upworthy // Jerry the Bear, Sproutel
- 2013 ["If What You Want to Do Doesn't Exist, Create It"](#), Glamour

- 2013 "Jerry the Bear Helps Kids Understand Diabetes and Self-care", MedCity News // Jerry the Bear, Sproutel
- 2013 "At 23, She's Encouraging Other Women to Follow Her Path to Entrepreneurship", Providence Journal
- 2012 "Will Raising Money Be Child's Play for a Toy Start-up?", Inc. Magazine // Sproutel
- 2012 "Wise Words with Aaron Horowitz and Hannah Chung", SpringWise // Sproutel
- 2012 "Child's Play: A Teddy Bear to Help Diabetic Kids Master Their Care", GOOD // Jerry the Bear, Sproutel
- 2012 "Dr. Roboto? Interactive Teddy Bear Helps Kids Manage Diabetes", Mashable // Jerry the Bear, Sproutel
- 2012 "An Entrepreneur's Story", MIT Technology Review
- 2012 "5 Startups Using Tech To Do Good", Mashable // Sproutel
- 2011 "Design for America: Co-Creating with Tomorrow's Designers", Core 77 // Design for America
- 2011 "Design, Creativity on Display at CUSP Conference", Chicago Tribune // Jerry the Bear, Design for America
- 2011 "The United States of Design", Fast Company // Design for America