

# John Stoddard

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**John Stoddard**  
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Prior to joining IDEO's California design team in 1997, John was the head of design in IDEO's London office. He is a Fellow of the Royal Society of Arts, Great Britain, a member of the Industrial Design Society of America, and of the Chartered Society of Designers in the UK.

His current focus is on helping IDEO clients build stronger brands through design of innovative product user experiences.

John has designed a wide range of products for clients in the US, Europe, and Asia, including telecommunications for AT&T and Dancall, consumer products for Hoover, Procter & Gamble and Pure Digital, medical products for Medtronic, Health Hero Networks and Advanced Bionics, furniture for Haworth and Steelcase, in-car systems for Ford, and business equipment for Chinese companies Founder and Huawei. He has helped develop product brand strategies for companies such as Intermec and Samsung.

Throughout his career, John has taken an active interest in design education, lecturing widely and acting as external assessor on Industrial Design courses. He has received many design awards for his work, and has been a speaker at numerous design conferences.

John received his Master's of Design in Industrial Design from the Royal College of Art in London.

