

Dr. Chanel Beebe

ChanelBeebe.com
chanel@beebearts.com

EDUCATION

Purdue University West Lafayette, IN Anticipated Graduation: May 2022
Degree: Ph. D. Engineering Education GPA: 3.67
Advisor: Dr. Monica Cardella

Purdue University West Lafayette, IN Completion: December 2020
Degree: Master of Science in Industrial Engineering
Advisor: Dr. Bob Kenly

University of Michigan Ann Arbor, MI 2014
Degree: B.S.E Industrial and Operations Engineering GPA: 3.066 / 4.0

WORK EXPERIENCE

Ford Motor Company, D-Ford *November 2021-Present*

Design Research Lead: Dearborn, MI

- Lead Research planning, development and implementation 750 million dollars in research budgets
- Delegated, supported and completed desk research of existing projects within company ecosystem to better triangulate our project's landing pads
- Lead inspiration and context setting activities with a team of 6 designers and business leads to better unify team vision of scope and deliverables
- Developed and implemented a Multi-Modal Research Plan to investigate pain points and Industry Trends
- Interfaced with third-party recruiting companies to source participants for interviews and focus groups including objectives, expectations and supporting the creation and clearance of purchase orders
- Designed and conducted a total of 57 interviews with participants across the US
 - Lead and completed coding of interviews and focus groups to generate findings and insights
- Built and implemented 4 surveys related to various business needs and customer experiences
 - Analyzed and synthesized survey results to support concept refinement and overall project POV
- Delegated and oversaw coding and synthesis of 7 focus group interviews across the team
- Lead and developed the ideation and logistical planning of four community engagement research events
- Translated findings and insights into opportunity areas and design principles
- Collaborated with an internal teams of designers and activators to translate research insights into design principles and concepts

Greater Good Studio, Research Firm *April 2021-November 2021*

Research Design Lead: Chicago, Illinois

- Developed Research Plan to investigate barriers to homeownership for black and brown populations in Wisconsin
- Conducted 20 virtual research interviews with black and brown homeowners across the state of Wisconsin
- Developed and implemented four community brainstorming/research events to co-create solutions to barriers to homeownership across the state of Wisconsin
- Coded and Synthesized research and community conversations to develop design principles for solutions to homeownership barriers
- Collaborated with an internal team of 4 and an external board of 15 state and local professionals

Family First Solar, Solar Energy Company *April 2020-Present*

Co-Founder and Chief People Officer: Detroit, MI

- Led and Design Human Resources for a team of 6
- Developed and Implemented Recruiting and Onboarding Procedures
- Conducted Formal Hiring Processes and Coordinated participation in local career fairs
- Developed and Implemented Performance Review Processes and Protocols
- Developed Employee Handbook, Operating Agreement, and Legal Agreements for Co-Op Status

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Beebe Arts LLC, *Research and design firm*
Founder and CEO, Detroit, MI

2015-Present

- Developed a Design Thinking Curriculum called the Cultural Design Marathon
- Implemented 23 Cultural Design Marathons in day-long, week-long, and semester-long formats for local and national organizations
 - Served over 500 students and 27 organizations with Cultural Design Marathon Curriculum
- Consulted with 12 local small business owners and five aspiring small business owners on how to take their ideas to the next level
- Generated \$12,000 of revenue with consulting and teaching activities in the year 2021
- Developed a national print and online magazine focused on vulnerable populations called Bitten Magazine
- Designed and taught Poetry Workshops, and workshops on Freewriting, Painting, and Vision Boarding
- Commissioned Art Projects with community groups and individuals
- Develop and Design Publications such as newsletters, poetry books, presentations, and flyers
- Mentoring, Coaching and Advising students of color
- Poetry Publication Consultation for Young Writers
- Poetic Speaking Engagements for Non-Profit Organizations
- Managed an internal team of 3 to develop strategy and structure around Cultural Design Marathon, Bitten Magazine, and Artistic endeavors

Detroit Historical Museum, *1967 Perspectives Project*
Lead Instructor for Detroit Design 2067: Detroit MI

2017 – 2021

- Developed curricula for a week-long immersion program for HS Juniors and Seniors
- Conducted research on Detroit History and developed curricula blending historical perspectives with design thinking
- Coordinated with various museum and community stakeholders to book events and activities for students
- Managed an informal learning space for 12 high school students

Purdue University, *Multicultural Engineering Programs*
Instructor for Multicultural Engineering Program Seminar: West, Lafayette, IN

Fall 2017 – Summer 2019

- Developed curricula for Cultural Hackathon Co-Curricular Experiences
- Assigned and reviewed student reflections
- Lead various class sessions around design identity and expectations
- Managed a classroom of 35 students for two semesters

Purdue University, *Black Cultural Center*
Scholar in Residence for Black Thought Collective: West, Lafayette, IN

Fall 2017 – Summer 2019

- Designed curricula for undergraduate students to investigate gentrification patterns across cities within the African Diaspora
- Facilitated weekly discussions around personal experiences of trauma
- Brought in guest speakers on Urban Planning and Ethnography to prepare students for a research project
- Guided students through data collection, analysis, and publication process
- Taught and demonstrated qualitative research process
- Facilitated the development of 10 student-led research projects
- Developed programming relevant to black students and their experiences
- Managed publication of student findings across various platforms, including journals and symposiums

National Association of Multicultural Engineering Programs, *Purdue University*
Thought Leader for Cultural Hackathon: West, Lafayette, IN

Spring 2017 – Summer 2018

- Developed a professional development intervention that allows engineering students the chance to interface with corporate representatives on projects designed and led by community members
- Developed and Implemented programming with over 200 students and 20 community partners
- Conducted a pilot study with High School seniors to see if social problems could be addressed with the Engineering design process

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- Organized Community partner and student needs into a semester-long course where students collaborated with community partners to solve community problems
- Designed and conducted research around the experiences of the community partners and the design ability of the students through surveys and interviews

Project SEED, *Detroit Branch* Fall 2014-Spring 2017
Mathematics Specialist: Detroit, MI

- Conducted professional development for 50 Detroit Public School Teachers
- Wrote and delivered Socratic lesson plans to 150 3rd – 6th students in advanced mathematics

Purdue University, *Mechanical Engineering, TECH-AIDE Grant* Fall 2016 – Fall 2018
Research Lead: West, Lafayette, IN

- Designed a three-phase qualitative study to unpack the values, norms, expectations, and experiences of African Americans across the College of Engineering
- Conducted 12 focus groups, and 25 one-on-one interviews of 54 African American students in Engineering
- Interacted with multiple University Departments and Centers to implement campus climate change through research and programming

Purdue University, *FACELab* Spring/Summer 2015
Graduate Research Assistant: West, Lafayette, IN

- Developed and implemented curriculum for four 9-day Everyday Engineering Camps in which 9 to 17-year-olds engaged with every step of the design process to address problems in their immediate communities
- Developed Make an Engineer Activity in which participants build a model of an engineer using their personal interests and skills to solve a global engineering problem
- Conducted research on the impact of informal engineering experiences and activities

Purdue University, *Engineering Explorer's Grant* Fall 2014
Research Assistant: Ann Arbor Michigan

- Conducted research on the experience of underrepresented and international students in First Year Engineering teams.
- Developed a survey to quantify student experiences in teams based on group dynamics frameworks.

Duke University, *Mary Lou Williams Center for Black Culture* Fall 2014
Graduate Research Assistant: Durham, NC

- Conducted informal focus groups to understand African American student experience
- Developed outline of needs of African American students
- Began University-wide effort to collect data on African American Student Satisfaction

University of Michigan, *Engaged Advising Learning Grant* 2013-2014
Project Coordinator Ann Arbor, MI

- Conducted interviews and focus groups to develop a better understanding of the current state of advisor-student relationships
- Conducted research on student engagement within the classroom
- Developed a comprehensive rubric for faculty to use in evaluating and quantifying student performance
- Helped advisors to see a clearer and more detailed picture of the student's performance

The Boeing Company, *Consumer Aviation Services Lean Enterprises* Summer 2013
Industrial Engineering Intern: Renton, WA

- Completed Shingo training and developed a better understanding of perfected business practices
- Designed and developed a visual management system for managing team projects that were eventually implemented for over 200 employees
- Constructed Values Stream Mapping of change request process and completed root cause analysis to eliminate security issues

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- Conducted time studies on Kent Distribution Center Receiving Process
- Facilitated and developed an accelerated improvement workshop that decreased receiving time by 50%

Dow Chemical Company, *Hydrocarbons Improvement Team*

Summer 2012

Supply Chain Intern: Houston, TX

- Facilitated informational discussions with international teams to gather the needs of stakeholders and design an informational dashboard
- Reevaluated key corporate processes to streamline workflow by building decision trees and flow charts
- Built a balance sheet to manage \$500 million in Canadian Ethylene sales

Wal-Mart Stores Inc., *Information Systems Department*

Summer 2011

International Department Intern: Bentonville, AR

- Developed strategies to integrate a recently acquired company successfully
- Oversaw budgets of \$200 million+
- Interfaced with international groups

SOFTWARE, PROGRAMMING, TECHNICAL SKILLS

- Expert user of remote communication and team mining software including Zoom, Google Suites, Microsoft Teams and Outlook
- Expert user of Microsoft Office Suite including, Excel, Powerpoint, Word and Publishers
- Expert Qualitative Data Analysis Skills
 - Expert User of Microsoft Access, NVIVO, Miro and Bluescape
- Proficient Team management skills including Kanban usage and productivity software
 - including Asana, Trello, Todoist, Calendly and more

PROGRAM CERTIFICATIONS

- Burke Insitute Certfication for Research Faciliation, 2022
- Design Thinking Certficiation, Ford Motor Company, 2022
- Center for Compassionate Systems Awareness, 2021
- Advanced Graduate Teaching Certificate, Purdue University, Center for Instructional Excellence, 2019
- Different Lenses Workshop Series Completion, Purdue University Center for Intercultural Learning, 2019
- Applied Management Principles Program Graduate, Purdue University Krannert School of Business, 2019

AWARDS AND HONORS

- Black Trailblazers in Engineering Fellows (Purdue University, 2021)
- Humanity in Action Detroit Fellow (2019)
- Dissertation Institute Fellow (University of Houston, 2018)
- Ford Foundation Pre-Doctoral Fellowship (2018-2021)
- Leadership in Action Award (Purdue Butler Center - 2017)
- Spirit of Martin Luther King Jr. Leadership Award (College of Engineering - 2014)
- Outstanding Female on Campus (Alpha Phi Alpha Fraternity Incorporated - 2013)
- New Student Achievement Award (College of Engineering - 2009)
- Gates Millennium Scholarship (Bill Gates Foundation-2009)
- Rogel Match Scholarship (U of M-2009)

SERVICE AND LEADERSHIP

Detroit Soup: Artist Chair (April 2022-Present)

Purdue University

- Purdue Black Cultural Center: Black Thought Collective, Scholar in Residence (2017-2019)
- Engineering Education Graduate Student Association, Secretary (2017-2018), President (2017-2018)
- Mentoring at Purdue Program, Peer Mentor (2017-2018)
- Purdue Black Cultural Center: Haraka Writers, Spoken Word Poet, (2015-2017)

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- National Society of Black Engineers, Member (2015-2018)
- Black Graduate Student Association, Member (2015-2018)

University of Michigan

- National Society of Black Engineers: Vice President (2012-2013), Finance Chair (2011-2012)
- Office of Academic Multicultural Initiatives: Academic Success Partner to 6 protégés (Present)
- Center for Educational Outreach- Project Inspire: Student Speaker (2009-Present)
- American Association of University Women, National Student Advisory Council (2010-2011)
- Gates Millennium Scholarship (Bill Gates Foundation-2009)
- Rogel Match Scholarship (U of M-2009)

JOURNAL PUBLICATIONS

- In Preparation: Bednar, D., **Beebe, C.** (2021). Socially Engaged Energy Justice and Design: A practical framework for more Inclusive Access, *Frontiers Energy*
- Holly, J., Hira, A., **Beebe, C.**, Carter, K. (2021). Who gets to engineer?, *Countering the Mythology of Inclusion and Wellness in Schooling*
- Secules, McCall, Mejia, **Beebe**, Masters, Sanchez-Peña, Svyantek (2021). Positionality Practices and Dimensions of Impact on Equity Research: A Collaborative Inquiry and Call to the Community, *Journal of Engineering Education* (In Press).
- **Beebe, C (2020)**. Emergence and Compassion: A Reflection on Interpersonal Priorities Strategies Within Collaborative Settings, *Purdue Journal of Service Learning*, West Lafayette, IN.
- **Beebe, C.** (2018). They Will Ask You. *Murmurations*, 1(1), 5-7.
<https://doi.org/https://doi.org/10.31946/meee.v1.i1.19>

CONFERENCE PUBLICATIONS

- **Beebe, M. C.**, & Holly Jr, M. J. Researching Diversity from Multiple, Diverse Perspectives.
- Hira, A., Beebe, C., Maxey, K. R., & Hynes, M. (2018). " But, What Do You Want Me to Teach?": Best Practices for Teaching in Educational Makerspaces (RTP)," In American Society for Engineering Education Annual Conference.
- Ehsan, H., **Beebe, C.**, Cardella, M. (2017). Promoting Computational Thinking in Children Using Apps, ASEE, Columbus, OH.
- **Beebe, C.**, Hynes, M. (2017). Youth Ages 9-15 Perceptions of Mechanical Engineering by Race and Gender, ASEE, Columbus, OH.
- Holly, J., Joslyn, C., Hira, A., Hynes, M., & **Beebe, C.** (2016). What do you like to do? Exploring pre-college students' career aspirations and perceptions of engineering (Work in progress). In ASEE 2016 Annual Conference. New Orleans, LA.
- **Beebe, C.**, Sarwar, U., Jubelt, N., Hira, A., & Hynes, M. (2016). MAKER: A Game to Make Engineering. In ASEE 2016 Annual Conference. New Orleans, LA.

INVITED PRESENTATIONS

- **Beebe, C.**, "Social Problem Solving: The Gnosis Method," Purdue Biology Education Virtual Seminar Series: Equality, Social Justice, and Praxis in STEM Learning Spaces, Virtual, March 2021
- **Beebe, C.**, "History in the Making: Using Design to Create the World You want to See," Mississippi State University Black History Month Program, Virtual, February 2021
- **Beebe, C.**, "Intent vs. Impact: Addressing Micro Aggressions," Cal-Poly San Luis College of Engineering Lecture Series, Virtual, December 2020 – May 2021
- **Beebe, C.**, "Expanding Cultures Part II: Beyond Intersectionality" Women in Engineering ProActive Network, Virtual, October 2019
- **Beebe, C.**, "Expanding Cultures: How where I come from informs where I am going and how I will get there" Women in Engineering ProActive Network, Virtual, August 2019

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- **Beebe, C.**, Holly, Tolbert, Colquitt. "Do You See Me?: Hypervisible Invisibility #EngineeringWhileBlack", American Society of Engineering Education, Virtual, July 2020.
- **Beebe, C.**, "Service-learning from the perspective of Community Partners" Poster and Exhibition. Purdue Engagement and Service-Learning Summit, West Lafayette, IN, February 2020.
- **Beebe, C.**, "Researching Socially Engaged Design: Community Partner Narratives of Social Change and Agency Building" Ford Foundation Fellow Annual Conference, San Juan, Puerto Rico, October 2019.
- **Beebe, C.**, "Storytelling and Utopia as Resistance to Marginalization of African American Engineers at a PWI" Collaborative Network for Engineering and Computing Diversity, Washington DC, April 2019.
- **Beebe, C.**, "Cultural Hackathon: Development and Considerations" Collaborative Network for Engineering and Computing Diversity, Washington DC, April 2019.
- **Beebe, C.**, "Inclusive Community-Engaged Design" 45th Annual National Society of Black Engineers National Convention, Detroit, MI, April 2019.
- **Beebe, C.**, "Experiences and Learning of Community Partners in Community Engaged Design Settings" 2018 Conference of Ford Fellows: Academic Exchange Session, San Jose, CA, September 2018.
- **Beebe, C.**, "Youth Ages 9-15 Perceptions of Mechanical Engineering by Race and Gender." ASEE 2017 Annual Conference, Columbus, OH, June 29, 2017.
- **Beebe, C.**, "Promoting Computational Thinking in Children Using Apps." ASEE 2017 Annual Conference, Columbus, OH, June 29, 2017.
- **Beebe, C.**, "What do you like to do? Exploring pre-college students' career aspirations and perceptions of engineering." ASEE 2016 Annual Conference, New Orleans, LA, June 24, 2016.
- **Beebe, C.**, "MAKER: A Game to Make Engineering." Poster and Exhibition, ASEE 2016 Annual Conference, New Orleans, LA, June 24, 2016.

PERSONAL PUBLICATIONS

- Beebe, Chanel (2020) Views from the Inside, Beebe Arts LLC, Detroit, MI
- Beebe, Chanel (2019) Proof, Beebe Arts LLC, Detroit, MI
- Beebe, Chanel (2017) Fractal, Beebe Arts LLC, Detroit, MI
- Beebe, Chanel (2017) Now, Go!, Beebe Arts LLC, Detroit, MI
- Beebe, Chanel (2016) Reveal, Beebe Arts & Ahmad Barber Photography, Detroit, MI
- Beebe, Chanel (2015) Now & Then, Beebe Arts, Detroit, MI