Tom Maiorana
Prototyping Everything When Everything Is A Prototype

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ROOM 220, CRUESS HALL

Tom Maiorana’s research focuses on how low-resolution prototypes can help designers explore the human experience of interacting with complex systems. Tom is the founder of Red Cover Studios, which specializes in product development and innovation strategy and uses prototyping as a central practice in work ranging from interaction design to fashion to organizational change. Tom has an MFA in Design from Stanford University and is a Lecturer at the Hasso Plattner Institute of Design at Stanford (the d.school).