



Jennifer Wammack

Senior Design Associate.

Jennifer's role at IDa Design includes product design, design research and strategy, marketing, and sustainable practices. She brings a unique perspective to product design that is heavy on the user's experience. She authors the firm's quarterly trend report, *Inspiration & IDa's*. Jennifer also enjoys her involvement in the community including adjunct instructor in sustainable business at Kendall College of Art and Design, and guest lecturer at Aquinas College and Grand Valley State University. Additionally, Jennifer represents IDa Design at the West Michigan Sustainable Business Forum, serving on the board for a number of years including as board president from June 2013 to June 2014.

Jennifer received her Bachelor of Fine Arts in Textile Design from the Rhode Island School of Design and had a successful career designing textiles for commercial furnishings. She held design leadership roles at textile manufacturers Milliken Fabric, InterfaceFabric/Guilford of Maine, Valdesse Weavers and Lantal Textiles.

Jennifer became passionate about sustainability as Director of Design for Guilford of Maine when she had the great fortune to work under Ray Anderson's mentorship at Interface. Wanting to explore the crossroad of sustainability related to design and business, she then received her Masters of Management in Sustainable Business from Aquinas College. Now Jennifer helps IDa Design's clients incorporate lifecycle thinking from the very start.



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