

AusMedtech2009

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Arna co-leads the Connected Health domain within IDEO's Health & Wellness practice. Within that domain, she helps a wide range of clients design products and services that help people connect to healthcare and each other. She helps clients leverage technology to create scalable and efficient systems that also feel personal and caring. Her background in systemic interaction design and strategic human factors helps her approach challenges with a multi-pronged and human-centered perspective.

Arna has focused the majority of her career on healthcare, in both the developed and the developing world. Her work spans the tangible and the intangible, including surgical instrumentation, consumer healthcare products, clinical software, pharmaceutical services, and national intervention campaigns. Besides

publishing and speaking regularly on design for healthcare, Arna nurtures new design thinkers through her teaching at the Stanford University d.school.

Arna holds an MS in Computer Science/Human Computer Interaction from Stanford University and a BSE in Computer Science and Minor in Modern Dance from Princeton University.