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**PERKINS EASTMAN NAMES REBECCA MILNE DIRECTOR OF DESIGN STRATEGY**

*New User Experience -focused Team Expands  
Firm's Breadth of Expertise*



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**New York, NY (June 7, 2019)** Global architecture and design firm Perkins Eastman has named Rebecca Milne as Director of Design Strategy leading the organization's practice of user-driven innovation. Since joining Perkins Eastman in 2013, Milne has led a number of organizational studies that have influenced some of the firm's most successful design projects. Now, with Milne at the helm, Perkins Eastman is introducing a new business line for Design Strategy to provide greater design intelligence to all 14 of the firm's practice areas.

"To me, this platform is about the convergence of big ideas and uncovering unrealized connections so that we as designers, architects, and planners can more positively impact the built environment," says Milne. "I'm honored to lead this group of curious, intelligent designers as we build upon our practice and develop new opportunities to create the most engaging, inspiring, and optimized spaces for our clients."

The formalization of the Design Strategy practice will allow Perkins Eastman to expand its reach into adjacent arenas, adding services such as design optimization, experiential design, brand development, change management and consulting.

Underscoring the firm’s commitment to human-centered design, the Design Strategy team will focus on research that explores the influence of the built environment on human behavior and psychology. Their work will continue to grow an internal knowledge base of trends, innovations, and best practices across industries and building types.

“This Design Strategy team is a platform to grow and improve our ability to identify, define, and understand convergence across building types on a deeper level,” says Connor Glass, a Perkins Eastman Principal and one of the Board Directors sharing oversight of the new group. “They will help us to better understand human behavior and psychology so we can design and create environments that empower, protect, and endure.”

At the intersection of design strategy and applied research, the Design Strategy team will serve as a strategic partner for our project teams and clients. From providing targeted research consulting and full change management services, to contributing support through the duration of a project, the team will work across multiple practice areas to translate research-based strategies into effective, user-driven design solutions thus, strengthening Perkins Eastman’s position as an industry leader.

Milne, who received a Bachelor’s degree in Psychology and Art History from McGill University, a Master’s in Interior Design from the Pratt Institute, and a Master’s in Architecture from Boston Architectural College, will lead the Design Strategy team including core members Scott Fallick, AIA, LEED AP, and Katherine Gluckselig. Fallick is a licensed architect in New York and graduated from the University of Southern California with a Bachelor’s in architecture. Currently, he is pursuing his MBA at UCLA Anderson School of Management. Gluckselig completed her Masters of Architecture at the University of Nebraska.

#### **Recent published works:**

The Effect of Individualized Work Settings on Productivity and Well-Being | Phase 2 (May 2019; in partnership with ThreeH); Not Just Child’s Play: How Playful Environments Contribute to Innovation (May 2018); The Effectiveness of Collaborative Space in Healthcare and Research Environments (October 2017); and The Effect of Individualized Work Settings on Productivity and Well-Being | Phase 1 (March 2017; in partnership with ThreeH). All publications can be found on the Perkins Eastman [website](#).

#### **ABOUT PERKINS EASTMAN**

Perkins Eastman is a global design firm founded on the belief that design can have a direct and positive impact on people’s lives. The firm’s award-winning practice draws on a talented team across 17 offices worldwide. By keeping the user’s needs foremost in the design process, the firm enhances the human experience across the spectrum of the built environment. For more information visit [perkinseastman.com](http://perkinseastman.com).