

MORGAN VON PRELLE PECELLI

UX | SERVICE RESEARCH, STRATEGY & DESIGN

morgan@lostinotebook.design | linkedin.com/in/lostinotebook | lostnotebook.design

As a UX | Service Designer my goal is to foster inclusion, creativity, and resilience. I have a background in cultural anthropology (PhD), strategic planning, organizational management, fundraising, marketing, and arts producing. I bring rigorous systems thinking, lean research & analytics skills, and an entrepreneurial approach to developing solutions for complex challenges.

EDUCATION

Columbia University, NY
PhD, Anthropology, 2011

University of Chicago, IL
MA, Social Sciences, 1999

Colby College, ME
BA, Anthropology, 1997

Continuing Education:

UX Design:
General Assembly Immersive, 2019

HONORS

Fulbright Scholar
Germany, 1997-98

SKILLS

User Research
Ethnographic Fieldwork
Competitive Analysis
Design Ethics & Accessibility
Information Architecture
User Flows & Task Analysis
Participatory Design
Usability Testing
Data Analysis & Visualization

Brand, Design & Business Strategy
Client & Partner Relations
Organizational Management
Event & Project Management
Mentorship
Budget Oversight

TOOLS

Illustrator
InDesign
Photoshop
Sketch
Axure
R
SQL

EXPERIENCE

FOUNDER/DIRECTOR – RESEARCH, STRATEGY & DESIGN CONSULTANT The Lost Notebook, NYC & MA, 2000 - present

Primary activities October 2015 - present

- Conducted stakeholder research, competitive analysis, and participatory design sessions to develop comprehensive strategic plans as well as project-specific plans
- Created detailed operating plans, staffing charts, and budgets, as well as providing short-term executive counseling on organizational management issues
- Assessed neighborhood investment trends, analyzed public data on demographics & property ownership, and created customer personae to support business decision-making
- Developed brand, communications, and key performance indicator frameworks

VICE PRESIDENT, INSTITUTIONAL ADVANCEMENT*

Lower Manhattan Cultural Council, NYC, February 2011 - September 2015

*Vice President, Institutional Advancement (2013 – 2015), Senior Director of Institutional Advancement (2012-2013), Director of Development (2011 – 2012)

- Oversaw strategic planning, business development, fundraising, and marketing
- Drove income growth from \$4.7 million to an average of \$6.2 million annually
- Led comprehensive re-brand that redefined the value proposition, business architecture, communications strategies, and graphic identity
- Directed the redesign of our website, marketing tools & print collateral as well as onsite experience at special events, galas, and public programming
- Oversaw stakeholder research, audience surveys (online & intercept), and participatory strategy sessions that resulted in a deeper understanding of our audiences and refinements in programming & marketing activities
- Gained buy-in from real estate partners resulting in sponsorships, space donations for artist studios, and access to privately owned public spaces for arts programming
- Spearheaded initiatives that addressed business goals, attracted new philanthropic, corporate, government & community partners, and brought new audiences
- Pioneered the creation of a sustainability framework for arts and culture organizations
- Mentored a team of seven full-time staff members, as well as seasonal hires and consultants, including specialists in graphic design, marketing, PR, web development, and event management

PHD RESEARCHER, CULTURAL ANTHROPOLOGY

Columbia University, NYC, September 2000 - February 2011

- Conducted ethnographic research including: interviews, participant observation, social-network & geographic mapping, and press & archival review
- Co-organized *From Fieldwork to Text*, a graduate student paper workshop series
- Spoke at various graduate student series, arts-sector events, and conferences
- Dissertation: *Tendrils of Lost Time and The Self: An Aesthetic Anthropology of New York City's "Post"-Avant-Garde*

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BOARDS & COMMITTEES

Associate Board Member
Town of Andover, MA
Planning Board, 2019-present

Board Member
Town of Andover, MA
Cultural Council, 2019-present

Chair
Andover Arts & Culture Alliance,
2019-present

Advisory Committee
The Field Leadership Fund,
2015-17

Selection Committee
The New York Dance and
Performance Awards /
The Bessies, 2011-14

Board of Directors
The Ontological-Hysterical Theater,
2006-11

EXPERIENCE CONT.

DIRECTOR OF DEVELOPMENT

Performance Space 122, NYC, July 2009 - February 2011

- Generated revenue from foundation, local, national & international government, corporate, and individual sources
- Designed and produced special events and galas

CURATOR (2010), CO-CURATOR (2009), DRAMATURG (2008)
Prelude Festival, CUNY, NYC, June 2008 - October 2010

- Selected artists for the festival, organized symposia, and moderated discussions
- Wrote program descriptions and participated in collateral & website design

ARTISTIC & DEVELOPMENT DIRECTOR, EMERGING ARTISTS
3LD Art & Technology Center, NYC, July 2007 - October 2008

- Developed and raised funds for the Center's emerging artist residency program, which included studio space and technology training

INSTRUCTOR, CONTEMPORARY CIVILIZATIONS

Columbia University, NYC, September 2006 - May 2008

- Led discussions and facilitated student's exploration various key political, social, moral, and religious texts that have shaped western culture and ethics

MANAGING & PROGRAMMING DIRECTOR

The Ontological-Hysterical Theater, NYC, August 2004 - August 2006

- Managed theater, including personnel, budgets, and marketing
- Curated and produced programs, festivals, residencies for emerging artists
- Redesigned website and led transition to online ticketing

TEACHING ASSISTANT, DEPARTMENT OF ANTHROPOLOGY

Columbia University, NYC, September 2002 - May 2006

- Led discussions and mentored undergraduate students in Anthropology

LIGHTING DESIGNER

Various theatre and dance companies, NYC, January 2000 - July 2004

- Leveraged understandings of color theory, light & shadow, timing, and relevant technology to craft responsive designs that augmented the action on stage
- Collaborated within creative teams to integrate lighting into a comprehensive approach to shaping the environmental design and audience's emotional journey