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Summary

Over 25 years of technology experience focused on user experience, physical & digital interaction design collaborating with clients, product managers, business analysts, engineers, visual designers, and artists.

Primary Roles

Thought leadership, user experience, and interaction design. Agile UX product development, interactive art, and graduate teaching.

Selected Professional Experience

GE Digital
San Ramon, CA
Sr Staff UX Interaction Designer
March 2013–Present

Most senior sole contributor to the flagship GE Digital industrial internet application suite Asset Performance Management. UX User Research lead for APM and lead UX interaction designer for ASO.

Design Leadership for Agile scrum team developing enterprise cloud applications. Designed analysis, diagnosis, & maintenance strategy features for GE’s businesses and customers worldwide. Constantly reaching out across GE businesses to encourage customer-lead product development. Using modern UX strategy techniques (journey maps, service blueprints, customer/product lifecycle, business ecology) to define product strategy roadmaps.

Process Improvement Developed interaction design methods using InVision/Sketch shared clickable prototypes to socialize solutions with customers, product owners, visual designers, and software engineers.

Coolaboratory
San Francisco & Oakland, CA
Experience Design Lead
August 2009–March 2013

Contract and consulting experience design to digital agencies including Razorfish, Exploratorium, EVEO, Kit Digital, Solution Set, and AKQA.

Information Architecture & UX for web apps, video streaming app, touch screen wall, tradeshow kiosks, iPhone & iPad apps including process flow diagrams, annotated wires, and clickable prototypes.

Product Design and Exhibit Development from concept through functional prototype for wearable wireless toy and Exploratorium.

Digital Agencies:
Comrade, Razorfish, Sapient
San Francisco Bay Area
April 2006–September 2012

Combined six years of experience working full time in digital agencies leading design efforts for global finance, tech, and energy customers.

Innovation and Exploration Designed secondary user flow prototypes for a “big four” financial institution. Validated redesign of public and secure sites for business reqs, brand integrity, and user delight.

User Experience Design for an energy calculator. Won David vs. Goliath Gold Effie Award; 42% growth in leads. In 40 hours, built a high-fidelity clickable/conditional prototype to validated user experience & with prospects & customers of a global network hardware company.

Interaction Design & User Research Re-launched a multilingual localized web site for a Fortune Global 50 financial company. Research uncovered cultural diversity in wealth management leading to a pivot to a flexible framework to leverage the brand benefits in each locale.

Academic Experience

University of California
Berkeley, CA
Lecture Pool Instructor
Summer 2017

Instructor of “Interactive Device Design” at the Jacobs Institute for Design Innovation in the School of Engineering.
Students create connected Internet of Things devices from concept to working prototype.

New York University
New York, NY
Asst. adjunct professor
Fall Semesters 2003–2005

Professor of “Introduction to Physical Computing” in the Tisch School of the Arts' Interactive Telecommunications Program. Graduate course covering basic electronics, microcontroller programming, production of physical interfaces, experience and interaction design.

Maker Community:
Guest Speaker, Make:SF Founder,
Artist

Public Speaking on Information Architecture and Physical Computing: Device Design Day, Colorado College Inter-Disciplinary Experimental Arts, NYU School of Continuing Education, Pratt Institute Manhattan

Workshop Producer Local Maker “Meetup” group up to 3000 active members. Produced 200 mini-workshops and a venue for Makers to collaborate, present their work, and build their vocabulary of skills.

Physical Interactive Art Exhibitions *Sonic Pong* shown in
Württembergischer Kunstverein Museum Stuttgart, Germany 2006
Games Convention Leipzig, Germany 2006
New Instruments for Musical Expression New York, NY 2007
Maker Faire San Mateo, CA (Editor’s Choice Award 2008)

Education

New York University
New York, NY
Interactive Telecommunications
Program, MPS

May and Samuel Rudin Scholarship, Barnett Lipton Scholarship.
Focus on creating interactive public art. Studies included learning the effects of technology on culture, developing alternative human computer interfaces, and combining new tools for creative expression.

Carnegie Mellon University
Pittsburgh, PA
Industrial Design, BFA

Received university honors. As the computer geek of the industrial designers I introduced digital tools and workflows in to the Industrial Design curriculum.

Tools

Sketch, InVision, iRise, Axure, Omnigraffle, Photoshop, InDesign, Arduino microcontroller programming, Rapid prototyping (3D modeling & printing, product hacking, hand and machine tools, composite molds and layup, vacuum & heat forming, laser cutters, etc.)