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Summary

User Experience design giving creative talent & engineers superpowers.

Primary Roles

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

### Selected Professional Experience

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

UX lead for first APaaS migration to the Predix Cirrus Design System.  
UX Product Design Lead for IIoT engagement that closed \$180M  
10-year service contract and doubled sales over two years.

Most senior sole contributor to flagship GE Digital industrial internet applications Asset Performance Management and ServiceMax.  
UX User Research lead for APM and ADAS, a reporting and diagnostic tool for SmartSignal machine learning analytics engine.

**Design Leadership** for Agile scrum team developing enterprise cloud applications and platforms. Designed data visualization, diagnosis, and maintenance strategy 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, site visits) to define product strategy roadmaps.

**Process Improvement** Developed interaction design methods using Sketch/Craft/InVision shared clickable prototypes to socialize solutions w/customers, product owners, visual designers, & 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.

**Product Design & Development** from concept through functional prototype for wearable wireless toy and Exploratorium exhibit.

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 consumption calculator.  
Won David vs. Goliath Gold Effie Award; 42% growth in leads.

## Academic Experience

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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 business plans, video documentation, and 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 as an avenue 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

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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

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Sketch, Craft, 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.)

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