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Summary

Over 19 years of technology experience focused on user experience, and physical and digital interface design. Professional experience includes:

- information architecture and experience design, seven years
- advertising agency client practice, seven years
- multimedia content management systems integration, six years
- studio manager/interaction designer for international public installation artist, two years
- maker community organizer, three years

Strong breadth of experience collaborating with clients, visual creative designers, business analysts, developers, and programmers at every level.

Primary Roles

Thought leadership, user experience, information architecture, product & software development, interactive public art, graduate professor.

Selected Professional Experience

**Comrade** Oakland, CA

*Senior User Experience Strategist*

April 2011 - Present

Explored interaction designs beyond primary paths as part of a staff augmentation to a “big four” bank. Worked in tight collaboration with a cross-disciplinary team of visual designers, content strategists to ensure that a complete redesign of public and secure sites would meet business requirements, brand integrity, and delight users.

Lead a cross-disciplinary team to assess omni-channel touchpoints for a regional bank to prioritize and drive change towards a more user-centered web, mobile, and Phone/IVR customer experience.

**Coolaboratory** San Francisco/Oakland, CA

*Principal, Experience Design Lead, & Information Architect*

August 2009 - Present

IA & UX for web based apps, including video streaming dashboard, a touchscreen wall, tradeshow kiosks, iPhone and iPad apps.

Contract and consulting experience design to digital interactive agencies including Razorfish (Publicis), EVEO, Kit Digital, Solution Set, and AKQA. Collaborate with client marketing communication stakeholders and account management, business analysts, copywriters, and visual design creative teams to produce experiences for global brands.

Product and exhibit development from concept through functional prototype for a small wearable wireless toy developer and an experiential science museum.

**Razorfish (MSFT)** San Francisco, CA

*Sr. Information Architect, User Experience Group*

August 2007 - July 2009

Created storyboards illustrating user scenarios for smart phone use in developing countries for the “next billion” mobile device users.

Founder of company wide internal blog covering trends in physical interfaces and ambient devices.

User experience design for an energy efficiency calculator, winner of David vs. Goliath Gold Effie Award, 42% increase in sales leads.

In 40 hours, built a high-fidelity clickable/conditional prototype to validate and improve user experience & visual design with prospects and customers of a global network communications company.

**Sapient, Inc.** San Francisco, CA & New York, NY  
*Sr. Associate Creative Design, Information Architecture*  
April 2006 - August 2007

Collaborated with an international marketing communications team to re-launch a multilingual web site for a Fortune Global 50 financial company operating in over 40 countries. Developed paper and digital prototypes for participatory design, concept testing, and usability in Asia, Europe, and the United States. Uncovered cultural difference in the perception of wealth management. Discoveries lead to the creation of a flexible site framework capable of leveraging the brand's advantages in each local market.

## Academic Experience

**New York University** New York, NY  
*Assistant adjunct prof. of communications.* Fall Semesters 2003 - 2006  
Professor of "Introduction to Physical Computing" in the Tisch School of the Arts' Interactive Telecommunications Program. Graduate course covers basic electronics, microcontroller programming, production of physical interfaces, experience and interaction design.

**Guest Speaker** on Information Architecture and Physical Computing: Colorado College Inter-Disciplinary Experimental Arts, NYU School of Continuing Education, Pratt Institute Manhattan

**Founder** of Make:SF local "Meetup" group -750 members  
Producing and teaching mini-workshops incorporating Arduino microcontrollers. Providing a venue for Makers to present and explain their work, share ideas, collaborate, and build their vocabulary of skills.

### **Selected Physical Interactive Art Exhibitions**

*Sonic Pong* shown in  
Württembergischer Kunstverein 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 2002  
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 interfaces to the computer, and combining unproven tools for creative expression.

**Carnegie Mellon University** Pittsburgh, PA  
*Industrial design major* with computer graphics emphasis BFA 1991  
received with university honors.

## Tools

Omnigraffle, Axure, Microsoft Visio, Multimedia content management systems, Adobe Creative Suite (Photoshop, InDesign, Dreamweaver, Acrobat) Arduino, PIC, and BX-24 microcontroller programming, Rapid Prototyping (Creative product reuse, hand and machine tools, composite molds and layup, vacuum and heat forming, laser cutters, etc.)