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*With 8+ years of corporate and agency experience in Silicon Valley, I am a multi-disciplinary designer skilled in conceptual design and strategic analysis. I seek a role that applies this skill set towards vivid, engaging software.*

### **Skills & Qualifications**

- Passion for “good design” – cohesive, attractive, functional products that meet deadlines and requirements, while exceeding user expectations.
- Prolific, rapid concept generation from sketch to production. Well-versed in Visio, Illustrator, Photoshop, Fireworks, Acrobat, and Dreamweaver. Basic prototyping skills with a desire to learn more.
- End-to-end problem solving, from information architecture, task flows, wireframes, to visual comps, driven by self-initiative.
- Thrives on team-based brainstorming and reviews, as opportunities to learn and contribute. Always willing to engage directly with product managers, engineers, and other designers.
- Practical experience working with remote & off-shore teams, coordinating with outside vendors, evangelizing UCD process, and designing within Agile-based dev teams.

### **Relevant Experience**

#### **UI Consulting:** Sept'08 – Current

*Consulting on UI and user experience issues for various clients in Silicon Valley.*

- **Netflix:** Serving as an on-site contractor for various projects associated with “Netflix-ready devices”, including documentation of device activation flows, wireframes for a scalable device browser, and a re-design of the website Help pages as a compact, intuitive wizard. Also created next-generation concepts for the website and led team brainstorm activities for TV-based interfaces.
- **iPhone Start-Up:** Advising a stealth mode start-up on the user experience for an iPhone app. Created high-level product architecture to map out functionality, with detailed wireframes and basic visuals.
- **Jack Be:** Facilitated brainstorming sessions and delivered wireframes to improve the existing Presto Wires Composer, a browser-based product that enables “mash-ups” of web services.
- **Microsoft | Involution Studios:** Designed screens and interactions for the “Super Web Preview” feature of Microsoft Expression Web, contracted via Involution Studios. This utility allows side-by-side comparison of HTML pages across multiple web browsers. Shipped summer 2009 in beta.

#### **Cisco Systems:** Sr UI Designer March'08 – Sept'08

*Senior staff designer within the Voice Technology Group UX team at Cisco HQ.*

- Designed the LCD-based UI for the 6900-series VOIP phones for enterprise users, including 2-line, 4-line, and 12-line phone models. Shipped spring 2009.
- Delivered executive-approved UI specs, while working with a globally distributed team, including off-shore vendors in Taiwan and India.
- Created and updated process docs for a new user-centered design program for Cisco's VTG team.

**Involution Studios: Sr UI Designer** Jan'07 – Feb'08

*Senior staff designer supporting internal Involution projects and major client engagements, including Agile PLM, Raptr, and McAfee.*

- Refreshed and streamlined the UI for Agile Product Lifecycle Management (PLM) web-based software, including core page layouts and components (calendar, search, tree, messaging). Shipped by Oracle spring 2009.
- Created wireframes and visual concepts for Raptr, a new social site for video game players.
- Re-organized the McAfee antivirus & security product installer and activation workflows, delivered high-level wireframes, and created visual comps of dialog boxes.

**Frog design: Design Analyst** Sept'06 – Dec'06

*Design analyst for two projects with Hewlett Packard, providing overall information architecture and new product ideation.*

- Revised with a local programmer the organization of HP's design guidelines, both web-based and print, which serve HP's global design services teams.
- Collaborated with a small team on a mobile photo-video device to expand HP's line of consumer accessories. Helped conduct local user interviews, analyze findings, and visualize concepts as lo-fi sketches and hi-fi mock-ups.

**Adobe Systems: Experience Designer** March'05 – Aug'06

*Lead designer for Creative Suite 3 "out of the box" experience (dialogs, wizards, alerts); delivered UI specs for Adobe Activation (retail and enterprise licensing). Collaborated with PMs, doc writers, and off-shore dev team.*

- Proposed a simpler, cleaner Adobe "start up" experience (auto-play, install, activation, and updater) as a cohesively branded doorway into Adobe's Creative Suite, for CS3 and Acrobat 8. Re-factored the designs for Adobe CS3, which shipped spring 2007.
- Designed core functional areas of Adobe's enterprise licensing web portal, with a visual designer and user researcher. Guided user testing of both wireframes and HTML prototypes, for Acrobat 8.
- Clarified and compacted the Adobe Print dialog box into a unified design, via wireframes and mock-ups for discussions with industry partners (HP, Canon, etc.). Re-factored the designs for Photoshop CS3.

**Oracle: UI Designer** July'01 – April'04

*UI designer for Oracle Financials, the keystone of Oracle's e-Business Suite. Worked under a design mentor and with usability experts, as well as off-shore developers.*

- Analyzed and compressed the information architecture for an Oracle Leasing app, as part of a platform migration effort, with screen revisions to comply with internal UI standards.
- Supported Accounting, Treasury, and Billing applications, by creating architecture, task flow, and object-model diagrams as needed. Primary challenge was integration of functionality and task flows with a variety of user types across the suite, while supporting overall UI consistency.
- Storyboarded screens for a visual query builder. Updated designs with the lead prototyper and researcher, based upon user testing. Resulted in a patent-eligible proposal for Oracle products.

## Education

**Carnegie Mellon University:** Master's in Interaction Design, Spring 2001  
- Thesis focused on beauty and emotion in digital experiences

**University of Michigan:** BFA Industrial Design, Fall 1998 (*Summa Cum Laude*)  
- Member of *Phi Beta Kappa* and *Phi Kappa Phi*

## Talks & Papers

- “Data, Design, and the Soulful Experience”, to be published in *ACM Interactions*, Oct/Nov 2009.
- “Experiential Aesthetics: A Framework for Beautiful Experience”, *ACM Interactions*, Sept/Oct 2008.
- Presented at the annual Silicon Valley Code Camp about user experience, Fall 2008 and Fall 2007.
- “Experiential Aesthetics: A Framework for the New Beauty” – IDSA World Design Congress, Oct 2007.
- “What Does Rich Mean?” – *boxesandarrows.com*, June 2007.
- Chapter published in *Thoughts on Interaction Design*, Spring 2007.
- Invited speaker at IDSA Western District Conference held at Arizona State University, April 2006.
- Interviewed for *Innovations* magazine (an IDSA publication), Winter 2006.
- “The Fog of Design: Five Lessons on the Complexity of Practice” – IDSA National Education Conference, August 2005.
- “Designing the Enterprise Experience” – Information Architecture Summit, March 2005.

## Related Activities

- Attended the Interaction'09 Conference in Vancouver, February 2009.
- Part-time instructor at San Jose State University on UI Design, Fall 2008 and Fall 2007.
- Attended An Event Apart design conference in Seattle, June 2007.
- Advised a CCA/Berkeley multi-disciplinary student design project, Fall 2005.
- Organized Adobe UI Team exhibit for UIST 2005, in Seattle, October 2005.

## Affiliations

- AIGA (American Institute for Graphic Arts)