

GOALS + SKILLS

To create great products that make people smile.

I have been leading and motivating teams, and personally contributing to the creation of integrated multi-disciplinary experiences for over ten years. I bring a passion for user centered design, brand management and marketing sensibility, and thorough technical understanding to my teams and my projects.

I am well versed with consumer product strategy, user research, information architecture and interaction design, industrial design and ergonomics, visual and graphic design, 3D modeling and animation, and game play system design.

EXPERIENCE

Vice President, Experience Design September 2005 – Present

Helio

I hired, managed, and mentored the Experience Design department, reporting directly to the President and COO. My team was responsible for the complete experience design of Helio's devices and services, including the interaction and visual design of software, color and other physical device customization, custom packaging and accessory design, and UI sound and ringtone customization. I established cross department interfaces and deliverables with Marketing, Product and Services, and Operations, and directed the definition of design processes and user research methodologies.

I participated in weekly Executive Team meetings as an advocate for the end customer experience. I worked with the CEO, COO, and EVP of Products and Services to develop strategic product and service goals and to evaluate the Helio roadmap. My team worked closely with the Product team to develop a custom device concept and design to be launched in 2007.

I personally directed the design of Helio's circular menu system and wrote the first user interface requirements for Helio devices and 3rd party services. My team developed the UI and visual design of notable Helio services including the Helio WAP deck, Buddy Beacon, H.O.T. (dynamic idle screen service), AnswerRings, and MySpace mobile. I worked with multiple partners including Microsoft, AOL, Yahoo and Google to establish advanced and conformant designs for an IMS service to be launched in 2007. My team worked closely with multiple 3rd party service developers and device OEMs including Samsung and Pantech to ensure quality and compliance to our UI requirements.

Director of Design 2000 – 2005

Danger

I hired, managed, and mentored the Design department, reporting to the VP of Engineering. My team was responsible for the design of Danger's products, including interaction and visual design, information architecture, user interface text, end user documentation, sound design, and industrial and ergonomic design of devices. I managed multiple industrial design firms and personally directed the physical and ergonomic design of the Sidekick 1, 2 and 3. I established the user testing methodology and managed the usability testing firms. I worked closely with our carrier partners' user interface, product design, and marketing teams. I served as the design team point of contact to our manufacturing partners' mechanical engineering and design teams. I wrote the first user interface design guidelines for all hiptop/Sidekick products. I conducted strategic evaluations of product configuration and form factors and was instrumental in defining Danger's product strategy.

Partner, Vice President, Design 1997 – 1999

MagicArts

MagicArts was a boutique San Francisco game studio founded with former coworkers of Hyper Image. Our clients were game developers and publishers that needed extra support in completing their projects. I created and managed a seven person Design department. I designed an animation blending animation system and "radiosity-like" pre-lighting technique for 3D environments. I wrote and successfully pitched a game design document to 989 Studios.

Clients: 989 Studios (formerly Sony Interactive Studios), Take 2 Interactive, Rocket Science Games, Alias I Wavefront (now Autodesk)

Lead Designer 1996 – 1997

Hyper Image Productions

I was Lead Designer on Phase Zero, a 3D hovercraft simulator produced by Atari. I supervised two artists and was responsible for the production of all visual assets. I helped design the tile based terrain system to take advantage of the unique voxel rendering engine, and wrote the design document for level construction and supervised level creation.

X-Bill Designer/Programmer 1994

I designed, created the graphics, and co-wrote a whack-a-mole inspired freeware game. Since its open source release it has been ported to almost every OS platform, and is included in most Linux distributions. X-Bill was voted one of the most popular games by Linux Journal's Reader's Choice Awards for three years.

EDUCATION

Bachelor of Science with Honors Computer Science, University of Maryland, College Park, MD

AWARDS + AFFILIATIONS

2002 Wired Rave Award, Industrial Design

Nominated for National Design Award, Cooper Hewitt National Design Museum, Smithsonian Institution

Patents, 9 utility and 2 design awarded by the US Patent and Trademark Office, 3 outstanding applications publicly disclosed

HFES Human Factors and Ergonomics Society

ACM SIGCHI Association for Computing Machinery Special Interest Group on Computer-Human Interaction