

- Summary**
- Energetic mobile futurist, cross-functional design leader, shipped mobile apps and services on millions of smartphones globally.
  - Over 15 years of interaction design for web, mobile and consumer devices.
  - Unique hybrid work history combines deep in-house interaction design expertise with innovation strategy consulting.
  - Proven record of presenting to and influencing senior management.

**Experience** **Motorola Mobility** —2007 to present, acquired by Google in 2012  
Consumer Experience Design Group

**Director of User Experience, Sunnyvale Studio** (4 years)

- Direct UX design for hybrid software+hardware on Android smartphones, tablets and wearables: strategic planning, research, interaction, creative direction.
- Hire, manage and grow a team of 8 cross-functional senior designers, user researchers and prototypers. Prioritize and staff design initiatives with VPs of Product and Engineering.
- Led design integration with Google+Motorola's new Advanced Technologies team after acquisition. Commercialized two R&D lab projects into reality that shipped on flagship Moto X smartphone in 2013-2014.
- Define, design and ship content-forward mobile apps for: camera, social photo and videos, music discovery, cloud media syncing, context awareness, natural voice and gesture UI, wearables.
- Champion UX design strategy daily with product management, software engineering, industrial design and marketing.
- Have led or personally created over 50 new product/UI concepts at the intersection of hardware+software for Motorola with several patents pending.

**Principal User Experience Planner, Chicago Studio** (3 years)

- Conceive and prototype confidential new design concepts (2-3 year horizon) for software and hardware portfolio. Shown at CES in private customer meetings.
- Managed 4 hybrid designer/prototypers.
- Lead new product definition workshops for emerging product opportunity spaces, provide user-centered grounding at "the fuzzy front end" of ideation.

**Arc Worldwide, Chicago IL** 1999 – 2006

(A division of Publicis Groupe / Leo Burnett, formerly Giant Step)

**Experience Planning Director, Innovation** (2 years 9 months)

- Led strategic UX vision for brand experiences including websites, mobile, retail and consumer products. Client engagements from \$200K to \$4MM.
- Jointly manage staff of 8 User Experience Planners across 3 US offices.
- Cofounded an entrepreneurial innovation practice (2006, reporting to CEO) to identify leading-edge user and technology trends affecting clients. Created customer-centered framework for innovation opportunities. Resulted in multi-million dollar contract from McDonald's Global Marketing in Q3, 2006.
- Clients: Helio/SK Telecom, Samsung, Diageo, Purina, Whirlpool, McDonald's.

**Experience  
(continued)**

**Senior Experience Planner** (2 years 9 months)

- Client-facing UX lead from kickoff to launch for e-commerce websites.
- Responsible for design planning, interaction, content strategy, information architecture, low-fi prototypes and usability testing.
- Created user personas and scenarios to guide decision making. (Work recognized in Forrester Research report *Scenario-Based Design, 2000*).
- Clients: HP, Sears, Northern Trust, USG, Disney

**User Experience Specialist** (1 year 3 months)

- Created UX deliverables including user task flows, interaction models, sitemaps, wireframes and prototypes.
- Planned and executed ethnographic field research, quantitative surveys and usability tests.
- Clients: United Airlines, Allstate, Jenn-Air, General Motors

**SPSS, Inc. Chicago, IL** 1998 –1999 (Acquired by IBM)

**User Interface Designer**

- Designed new features, interactions and UI for statistics software used for social science and market research, data mining and info visualization.
- Recruited to bring a web-centric UX design process to a desktop software team in transition to a web-enabled product architecture. Completed transition and launched their first web version of survey research product.

**Liska + Associates Design Studio, Chicago, IL** 1997 – 1998

**Interaction Designer / Information Architect**

- Brought web capabilities to this boutique branding and visual design studio.
- Organized and executed website and UI design projects for clients including NEC Technologies, Harris Bank, Yale University, Galileo International.

**Education** **MA, Telecommunication Media Arts** – Michigan State University, E. Lansing, MI. 1996

- Emphasis on interaction design and emerging media
- Designed and produced websites for American Cancer Society, National Science Foundation and Ameritech. Exhibited at SIGGRAPH 1995.

**BA, English** – Michigan State University, E. Lansing, MI. 1993

**Interests** Endurance cycling, snowboarding, freehand drawing, DJ / vinyl culture (hosted Chicago FM radio mix show for 8 years), campy movies.