

Hands-on leader in UX and Service Design for consumer connected products with a unique blend of skills in creative direction, design strategy and design execution. Building and leading design teams since 2006. Published author, frequent speaker and community leader for the Internet of Things.

Work Experience

SmartThings

Palo Alto

SmartThings is the leading open platform for connected home. It is also the Smart Home platform of Samsung.

Sr. Director, Design. Mar 2015 – Present

- Bringing ease-of-use and delight to consumers on SmartThings' platform across mobile, TV and wearables.
- Leading a team of designers and contributing hands-on to deliver end-to-end consumer value in smart homes.
- Integrated research and design best practices into SmartThings' agile product development process.

Imbue

San Francisco

Imbue was a San Francisco start-up that created high-end connected wearables to help women manage their lives.

Chief Design Officer. Dec 2013 – Feb 2015

- Owner and contributor to all designs. Responsible for product definition, exploratory research, interaction design, visual design, branding and usability testing.
- Key player in securing initial funding of the company. Craft and pitch product vision and service design to investors.
- Led two industrial designers to transform the initial idea of the product to a 'looks like, works like' prototype in four iterations.

Jawbone

San Francisco

Jawbone is a pioneer in activity trackers that integrates hardware, digital services and data.

UX Director, Health. Dec 2012 – Dec 2013

- Led a team of UX and visual designers to improve features of the UP mobile app in iOS and Android for the new UP24 activity tracker.
- Worked closely with external industrial design firm and electrical engineering team to create hardware and software prototypes for next generation of UP products.

Fjord

London, San Francisco

Fjord a international, London based design agency specialized in digital services design.

Service Design Director. Apr 2012 – Nov 2012

- Led and directed projects to create cross-platform digital services for major U.S. accounts, including Citibank, PayPal and University of Phoenix.
- Hired and built a team of 10 designers for the new San Francisco office.

Service Design Lead. Oct 2010 – Apr 2012

- Led complex and fast-paced service design projects, oversaw all aspects from creative direction, account management to design delivery.
- Led the re-design of the iOS PayPal mobile app. Nominated as the App of Week by Apple in April 2012.

Sr. Designer. Feb 2010 – Sep 2010

- Created UX design of a new video and audio player for the BBC, currently used in all BBC news and radio websites.
- Contributor and coordinator of an EU funded research project on design best practices for the Internet of Things

Motorola
Chicago

Design Lead. May 2006 – Jan 2010

- Led small design teams to craft interaction and visual designs for Motorola Android products, specialized in mobile multimedia.
- Designer of the first connected music player on Motorola Android handsets.

Sr. Interaction Designer. Nov 2004 – Apr 2006

- Subject matter expert in interaction design for mobile music and digital rights management.
- UI designer of key multimedia features in the original Motorola RAZR.

Zurich North America
Chicago

Systems Analyst / Developer. Jan 2000 – Oct 2004

- Responsible for server side Java development, system integration and support for offices in US, UK & Switzerland.

IBM Global Services
Toronto, Canada

SAP R/3 Developer. May 1997 – Dec 1999

- Enterprise system integration and customization for clients around Canada.

Publications & Public Speaking

“Designing Connected Products”

Co-author. O’Reilly Press. May 2015.

“Re-orientating UX Design for the Internet of Things”

SXSW Interactive 2014

“Why Designers Should Care about Measuring Success”

SXSW Interactive 2013

“Challenges in Designing Inter-usable Systems”

Co-author. Springer Berlin / Heidelberg. Sep 2011.

“Solution for capturing and presenting user-created textual annotations synchronously while playing a video recording”

Primary Inventor. United States Patent 20090087160.

Education

Institute of Design, Illinois Institute of Technology

Master in Design Methods. Chicago. 2008

DePaul University

Master of Science, Human Computer Interaction Chicago. 2003

University of Waterloo

Bachelor in Electrical Engineering. Waterloo, Canada. 1997

Interests

- Building communities to facilitate knowledge sharing. Founded of the San Francisco Internet of Things Meetup in 2012. It is the 5th largest IoT Meetup on meetup.com as of December 2014.
- Sharing insights with a wide audience. Speaker at international conferences such as UXPA China User Friendly, SXSW, Ignite Oakland and Rework IoT Summit.
- UI and hardware prototyping, traveling, cooking, photography.