

## EXPERIENCE

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### Human Interface R&D, Manager

Since October 2007

#### **Palm** Sunnyvale CA

*innovators in mobile computing*

- Designed and prototyped core system UI for Palm webOS: cards, gestures, transitions, quick launch wave, universal search, notifications
- Responsible for front-end UI development for Palm's webOS apps
- Managed design and development of rapid UI prototyping system
- Engineered algorithms for responsive, real-time, fluid UI animation

### Lead UI Designer

Dec 2006 to Sept 2007

#### **Helio** Westwood CA

*a phone company*

- Designed forward-looking UI for next-generation mobile devices
- Created system for rapid development of fully-interactive UI prototypes
- Developed robust algorithms for dynamic UI movement and animation
- Managed development of company-wide, service-wide UI style guide
- Designed comprehensive UI templates and optimized device assets

### Principal

Since May 2003

#### **Urge.** Hollywood CA

*multi-disciplinary design studio*

- Responsible for all aspects of business operation and management
- Managed multiple accounts; Lead both design and development teams
- Created more than forty websites in three years, with a focus on database-driven, content-managed websites for artists and non-profits

### Principal

October 2001 to April 2003

#### **S+Y** Hollywood CA

*design studio*

- Responsible for creative direction, technology development, project management, and production of print, web and interactive solutions
- Maintained client relationships and managed creative staff
- Clients: Skechers USA, Canon, FX Network, NetDay, Ripe Holdings

### Creative Director

June 1999 to September 2001

#### **ClickZ Network** Los Angeles CA

*publisher for the internet marketing + advertising industry*

- Opened and staffed Los Angeles office; managed creative team
- Envisioned and implemented strategy for automating editorial process, website publishing, newsletter deployment and subscriber maintenance
- Managed quality assurance, ad trafficking, user feedback response
- Created advertising vehicles resulting in \$500k+ increase in annual revenue

### Lead Designer

June 1996 to May 1999

#### **Emergence** Westwood CA

*UCLA research project funded by Intel Research Council*

- Lead design team; modeled, textured and animated 3D avatars and environments for use within an interactive real-time engine
- Informed the design and mechanics of the AI behavior system

## EDUCATION

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### Bachelor of Arts

Design

### University of California, Los Angeles

*School of the Arts and Architecture*