

San Francisco, CA

Samsung Design America 2010–current

As Sr. User Experience Lead, I work closely with product planners, strategists, marketing, engineers, innovation teams, and industrial designers. My primary role is to envision and advance Samsung's experience design for near term and advanced smart home products such as the next gen. television experience, home care robotics, connected mobile experiences and smart home appliances. This includes:

Design planning & Project management

As a practice, I approach project planning and management through the lens of design, namely how do we facilitate a design process that best cultivates and make evident unique and appropriate solutions.

User research

Influenced by behavioral and cognitive sciences, I leverage design research methodologies to reveal, and capture user intentions, motivations, and values to inform key stakeholders and inspire the design team.

Design Development

My work involves: developing a user-centric design strategy, conceptualizing design solutions, designing the experience (user interface, information architecture, interaction behavior and flow), and demonstrating the experience through screen based and/or physically integrated prototypes.

In addition, I have creatively directed professional videos and photo shoots to demonstrate use case scenarios, as well as direct concept designs of connected mobile UX experience.

Presentation

The final facet of my role is to develop the narrative and presentation of design solutions for executive audiences. This includes authoring the master script, presentation slides, and creating supporting graphics and materials as the presenter or for our creative director.

Los Angeles, CA

m+h design office 2006–current

As principal designer, I periodically engage in personal client work. Clientele and type of work are listed below.

Art Center College of Design — branding, packaging and book for exhibition, documentation, and production for city-wide campaign

California Institute of Technology — infographics, illustration, data visualization, and cover design for publication

Jet Propulsion Lab, NASA — printed matters, environmental and exhibition concept design

Johnson & Johnson — packaging, icons, diagrams and illustrations for patient educations and branding; for handheld medical devices—designed graphic user interface, user interaction, and created flash animations to prototype concept for user testing

Neutrogena — documentation book, illustrations, and branding for products and marketing

Pasadena, CA

Art Center College of Design 2009–2010

In the year prior to joining Samsung Design America, I taught as an adjunct faculty instructor for Graphic Design and Designmatters Department. Classes taught: Transmedia Typography and Designmatters, a multi-disciplinary studio designing for social change.

Role & Responsibilities—developed and designed 14-week curriculum, prepared weekly lecture and course materials, lead weekly critiques providing design feedback and instructions, and developed and applied grading criteria.

Awards

2013 Spark
Design Award
Bronze

2012 Sappi
Ideas that
Matter

2011 I.D.
Best of
Category

2007 AIGA
50 Books /
50 Covers

Pasadena, CA

The Salvation Army 2004–2010

I worked as a Program Aide with a focus on graphic design for a department within The Salvation Army called Officer Care & Development. This department was in charge of promoting the mental health and wellness of over 700 pastoring employees (and families) of the western territorial division of the United States.

Role & Responsibilities—designed all internal communications which included designing annual conference materials, presentation materials, quarterly and annual publications, forms, and brochures as well as branding for the various departmental programs. In addition, my role included supporting in office administrative needs.

Education

Pasadena, CA

Art Center College of Design Design Fellow

Art Center College of Design
Master of Fine Arts in Media Design Practices

Seattle, WA

University of Washington
Bachelor of Arts in English Literature

Published

Humanities + Digital: Visual Interpretations MIT 2010

I was honored to give a short presentation my graduate thesis work, neurographica: an investigation in the ways in which design can be used to explore and analyze neurological data. ([view](#))

Designing for Social Change: Strategies for Community-Based Graphic Design
by Andrew Shea, Princeton Architectural Press. [pg 90-95]

2010—2013

The work that I have been involved in have also appeared in:
Design Observer, Design Ignites Change, GOOD Magazine, KCRW's DnA (Design+Architecture), NPR, Nature, NBC news, Reuters, & Science Daily