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## EXPERIENCE

Apr 2007 – Jan 2008 **User Experience Design and Strategy** San Francisco, CA; Brooklyn, NY  
*Independent Consultant*

- Developed product and user experience strategy for early-stage startups emerging from top graduate programs at Berkeley and MIT.
- Designed and built web applications, including research and discovery, IA, information/interaction/visual design, and front-end dev.

Feb 2005 – Mar 2007 **Tiny Pictures, Inc.** San Francisco, CA  
*Founding Director of User Experience*

Drove design of *Radar.net*, social software for cameraphones, as member of 3-person founding team

- Designed initial service architecture and mobile client and co-developed business plan to secure \$2.7 million in Series A financing from Mohr Davidow Ventures.
- Pioneered and led initiatives in product strategy, engineering, analytics, branding, and support, contributing to Tiny Pictures' inclusion in *Business 2.0* magazine's *Next Net 25* startups to watch in 2007.
- Ran field trial and stealth marketing campaign on college campuses during product alpha, paving way for public beta and college ambassador program.

Managed design team distributed across multiple locations and time zones

- Oversaw design of major product features, including product gateway and innovative friending and access control systems.
- Directed user research, persona creation, competitive analysis, usability testing, graphic design to optimize market differentiation.
- Established nimble design practice to achieve steady throughput and synchronization with agile development cycle.

Designed UI for web and mobile web properties

- Provided information architecture, information design, interaction design on features across web, mobile, MMS, SMS, IM, email.
- Developed initial front-end then provided ongoing technical guidance to dev team.
- Partnered with stakeholders, graphic designer, engineers to streamline design reviews and curate comprehensive design documents.

Summer 2002 **Intel Corporation, People and Practices Research Group** Hillsboro, OR  
*Research Intern*

*Watch Me Age* Conducted an ethnographic study of a residential care facility employing location-aware sensing infrastructure to monitor and support residents and staff. Interviewed residents, staff, management, and families about impact on personal privacy, leading to design-relevant findings reported in conference and journal publications.

Aug 2001 – Aug 2005 **University of California at Berkeley, Computer Science Division** Berkeley, CA  
*Graduate Student Researcher and Graduate Student Instructor*

Conducted research as member of Group for User Interface Research

- Drove projects in ubiquitous computing, identity, privacy, presence, social software, ambient displays, tangible computing, sociotechnical networks, p2p networks, and videoconferencing.
- Published conference papers, journal papers, workshop papers, technical reports, and an O'Reilly book chapter: *Personal Privacy through Understanding and Action: Five Pitfalls for Designers*.
- Received highly competitive (4% acceptance rate) three-year NDSEG fellowship from American Society for Engineering Education.

Organized and volunteered for initiatives in the research community

- Organized lauded privacy workshops at Ubiquitous Computing and Computer-Supported Cooperative Work conferences (2002).
- Founded and organized *GroupTalk*, a weekly, student-run, cross-disciplinary workshop for Berkeley graduate students to critically reflect on their research at the intersection of people and technology.
- Reviewed conference and journal papers for CHI 2004, CHI 2005, UbiComp 2005, Pervasive 2005, ACM ToCHI.

Taught, managed, and mentored highly talented students

- Managed and mentored graduate and undergraduate students through many aforementioned projects.
- Planned and led discussion sections, managed project teams, designed exams, and graded homework as teaching assistant for undergraduate Human-Computer Interaction course.

Aug 1998 – Aug 2001 **Columbia University, Columbia Law School** New York, NY  
*Student Technology Coordinator*

- Oversaw all IT services for 1300 students at top 5 law school: policy, technology, triage, training, purchasing, support.
- Managed 7-person team of F/T and P/T tactical and support staff in high-traffic environment.
- Conceived, designed, and implemented an interactive IT tutorial, radically streamlining incoming student orientation and achieving a 98% approval rate; still used for years after my departure.

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## EDUCATION

Aug 2001 – Aug 2005 **University of California at Berkeley** Berkeley, CA  
*M.S., Human-Computer Interaction, Computer Science Division*  
*NDSEG Fellow, American Society for Engineering Education*

Jan 1999 – Jan 2001 **Columbia University** New York, NY  
*Post-Baccalaureate studies, Computer Science Department (GPA: 4.095/4.0)*  
Completed undergraduate Computer Science curriculum part-time while working full-time at the Law School.

Sep 1991 – Jan 1995 **Boston University** Boston, MA  
*B.A. cum laude, English Literature, Philosophy minor*

*References, portfolio, publications, technical skills, and previous positions available by request.*