

PROFESSIONAL SUMMARY

- *A uniquely creative and flexible designer and problem solver with extensive high-level experience on major brands and with new technologies. A strategic thought-leader, innovator, and vision keeper with a knack for creating easy and delightful user experiences that have never been seen before.*
- *Masterful at unravelling complex requirements, always seeking elegant and simple solutions. Productive, proactive, detail-oriented, and thorough. Collaborative, agile, and results oriented. Excellent at presentations and design documentation, from story-telling through to complete design specs.*
- *Experienced designing for desktop apps, for mobile apps, and for virtual reality. Subject matter expertise in 3D space and human places, mapping and location-based services, games, and learning and productivity tools.*
- *A long history of mastering new tools and processes. Able to prototype and to tweak code for tuning UI and layouts. Accustomed to working directly with product managers, engineers, and marketing with minimal direct supervision. A level-headed, mature, humorous, helpful, common-sense, can-do attitude.*

PROFESSIONAL EXPERIENCE

ÜberEnergy

San Jose CA, 2015-present

Acting Director of Product

- Devising consumer application concepts around energy saving technology patents for an early-stage start-up
- Messaging, marketing copy, and graphics for presentations instrumental in winning seed funding and grants

zSpace, Inc.

Sunnyvale CA, 2014-2015

Senior UI/UX Designer

- Crafted designs for a suite of virtual reality STEM apps and features for a proprietary desktop system
- Originated new user experience and 3D interaction paradigms and features specific to the VR platform
- Generated high-quality design documentation, wireframes, illustrations, and detailed user flow analyses
- Built basic prototypes in Unity 3D and using C# to demonstrate novel 3D/VR concepts

BlackBerry

Mountain View CA, 2010–2012

UI/UX Designer

- Innovated designs with location based systems (LBS) for user interactions, social media, and monetization
- Partnered with development teams to create new and improved UI and UX for location-based applications for BlackBerry devices, including maps, traffic, and navigation apps
- Conceived, designed, developed, and spec'd BlackBerry's next generation LBS application (BB10), including information architecture, platform integration, and innovative features

Maxis / Electronic Arts

Walnut Creek CA, 1998–2005

Lead Designer - SimCity 4 (PC), SimCity 3000 Building Architect Tool - BAT (PC)

- Devised new strategy game ideas: region play, neighborhood identity, and integration with The Sims
- Developed with engineering several all-new core city simulations, introducing concepts such as localized effects, lot development, building evolution, and asynchronous region effects
- Architectural and urban subject matter expert, helping to specify the complete range of visual elements and assets found at all levels of detail
- Sole designer/artist for novel 2½D modeling tool for end users to build and import realistic custom buildings
- As MaxisJoseph, fostered online user community at the SimCity.com Building Exchange

LEGO

Billund Denmark, 1996–1998

Digital Concept Developer, 3D Artist and Designer

- Researched and prototyped new brick-digital interaction concepts, including a Technic Knowledge Base
- Led design of Turbo Command CD-ROM, developed to bundle with a LEGO Technic racing car model
- Led design and development of the LEGO Virtual Village, SIGGRAPH '96 – an interactive VR building experience, featuring a large scale VR LEGO version of host city New Orleans

OT Mobility

Cupertino CA, 2013

UI/UX Designer

- Devised new IP for specialized UX/UI components for an innovative mobile application involving location-based systems (LBS) and calendars
- Interpreted iOS designs to Android UI standards using Keynote

Forterra Systems, Inc.

San Mateo CA, 2007–2009

Platform Feature Designer & Program Manager – OLIVE platform

OLIVE (OnLine Interactive Virtual Environment) was a MMO 1st person platform intended for “serious games” applications, including training, collaborations, conferencing, and research.

- Conceived, designed, developed, spec'd features including scenario management and other training tools
- Collaborated with all departments and groups within the company, with customers, and with sales leads
- Directed a team for several short-term projects demonstrating OLIVE for commercial promotions and virtual conferencing applications, and other prototypes for very large institutions
- Authored numerous detailed scenarios demonstrating specific and detailed use-cases for applications in conferencing, in military, medical, and commercial training; as well as for the intelligence community

Additional Experience

- 3D graphics artist, building virtual replicas of tracks for auto-racing simulations; Artist liaison engineering team
- Architectural and interior design for a variety of building types – from private homes to an international airport
- CAD and IT manager for architectural firms; Digital mapping, GIS development for urban planning projects
- Second Life architect, planner and scripter – specialized in live-music venues and organized events
- Bassist and backing vocals, Claire On A Dare (original indie rock)

EDUCATION

Massachusetts Institute of Technology, Dept of Architecture and Urban Planning Master of Science in Architecture Studies (S.M.Arch.S.)

Thesis: “Explorations of Computer-Based Design Tools for Urban Design Projects”

The University of Tennessee Knoxville, Department of Architecture Bachelor of Architecture (B.Arch.), *cum laud*

Honorable Mention: King Fa'ad Award, international student design competition