

Profile

- Expertise in user-experience strategy, methods and design.
- Analyze and express brand strategies within various mediums.
- Lead mission-critical projects on both client and agency-side.
- Consult & mentor domestic international design teams.

Groups

- IxDA: Interaction Design Society
- CHI Atlanta (HCI group)
- Design & Emotion Society
- Boxes and Arrows

Samples

- listensenser.espond.com/works.pdf

Work

| DATE | ROLE | DESCRIPTION |
|----------------------------------|------------------------------------|---|
| 05.'07- Present | Creative Director + Co-Founder | QUO VADIS BRAND COMMUNICATIONS www.quo-vadis.tv Represent and direct the creative disciplines across all media at the agency. Responsibilities include: formalizing user-centered design processes, resourcing, partnerships, lead all aspects of User Interface strategy, planning and design, and played a key role in new business pitches. Led delivery of all work products for the agency for clients such as Sprite / Facebook and Pilobolus. Project Highlight: Sprite/Facebook: Partnered with Sprite Global leadership and Facebook leadership to translate the brand to Sprite's first Facebook Application. |
| 03.'06-05.'07 | Director of Design | STEELE PLUS www.steeleplus.com Directed and designed across interactive, print and video mediums. Responsibilities included: formalizing user-centered design processes, resourcing, partnerships, led all aspects of User Interface strategy, planning and design, and played a key role in new business pitches. Also played integral role in sales process, specifically within prospects in need of interactive solutions. Project Highlight: Miele Led a proof-of-concept campaign for Miele's first-ever American product launch. The multi-channel campaign led to collaboration with directors Floria Sigismondi, Alexander Petrov, Jamie Caliri and Miele's brand management team, based in Hamburg, Germany. |
| 09.'01-05.'06 | User Experience Lead | HEWLETT-PACKARD (HP) www.hp.com Selected to concept and build HP's first user-centered design consulting practice within HP Services. Responsibilities included global methodology development, recruiting, proposal authorship, and selling services to internal HP organizations and external clients. At project-level, responsibilities include all decisions within User Interface strategy, planning and design. Additionally, played key role in brand-critical initiatives at HP, through Sam Lucente's Brand Experience & Design Group. Project Highlight: HP Brand Experience & Design: Led the vendor selection process for a User Interface and Industrial Design proof of concept for a new HP business model. Led client-side design direction with design strategy partner IDEO for the User Interface and Industrial Design portions of the project. |
| 06.'99-09.'01 | Creative Director, Art Director | IBM-USA / IBM-FRANCE www.ibm.com Represented the creative disciplines of IBM-USA in partnership with IBM-France in establishing the French design team and leveraged findings to influence the launch of Innovation Centers throughout Europe. Responsibilities included global methodology creation, knowledge transfer, skill assessment, and mentorship of international team. Additionally, led various user-centered design projects within Art Director and Creative Director roles, including projects for Renault, Lillian Vernon, and Wall Street Journal. Project Highlight: Renault: Led the design of a multilingual interface for IBM's largest e-commerce initiative to date (\$60M). |

Work (cont'd)

| DATE | ROLE | DESCRIPTION |
|-------------------|---------------------------------|--|
| 01.'99- 09.'05 | Art Director, Creative Director | <p>Client/Responsibilities:</p> <p>Independent Consulting: Runkel & Jenny, LLC: The following projects were independent consulting initiatives that focused on brand definition and/or brand expression within various mediums: David Ryan Harris. Formerly with labels Sony and Elektra. Currently collaborating with David regarding creative direction, art direction and design within print, interactive and video mediums.</p> <p>Center for Disease Control (CDC): Commissioned to provide strategic creative consultation for the live interactive satellite broadcast. Comprised a Vision Book designed to inspire and empower the audience to create prevention-based programs in their own communities---which heighten awareness of the issues of sexual violence and reduce their incidence. The broadcast resulted in the formation of multiple education-based programs and gained national attention within the CDC.</p> |

Awards / Lectures / Writing

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|--------|---------|---|
| 04.'07 | Award | <p>Addy Award</p> <p>Award for www.steeleplus.com website</p> |
| 06.'07 | Award | <p>Herme Creative Award</p> <p>Platinum award for www.steeleplus.com website</p> |
| 07.'07 | Award | <p>Marcom Creative Award</p> <p>Award for www.steeleplus.com website</p> |
| 02.'05 | Lecture | <p>"The Media Your Way Program"</p> <p>Presented UI outcomes of the MYW Program to HP U.S.A and HP EMEA.</p> |
| 01.'03 | Lecture | <p>"Interaction Design and the new @hp; HP Services guest lecture series"</p> <p>Invited to present Interaction Design's role in the redesign of the new @hp. (HP intranet)</p> |
| 03.'02 | Writing | <p>"Prosperity: Building Experience Design at HP"</p> <p>Authored, designed and produced a Vision Book to communicate to internal business groups the value of design and it's role within the HP Solution Center.</p> |
| 03.'99 | Award | <p>How International Design Conference</p> <p>Gold Prize; Dicksons Printing Company Interactive cd-rom.</p> |
| 03.'99 | Award | <p>ID Magazine Design Annual</p> <p>Silver Prize; Dicksons Printing Company Interactive cd-rom.</p> |
| 10.'98 | Award | <p>Architectural Digest at New York Design Center: "3,000 Chairs" Benefit Auction</p> <p>Merit, Invitational silent benefit auction; exhibited with other noted designers, architects and artists.</p> |