Chip Alexander

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User Experience Design and Leadership

Accomplished and inspiring UX Designer with over 25 years of experience designing and leading other team members to design unique, user-centered solutions that provide customer value and yield high business impact. Creates revolutionary experiences for customers through user research, ideation, concept development, detailed design, and user feedback which lead to successful and intuitive high-quality designs.

Proven ability to design innovative and desirable new products and give compelling demonstrations to excite and win over customers. Leverages experience and creativity to solve problems quickly and effectively. Skilled at diplomatically leading negotiations among marketing, developers, and other designers. A hands-on leader.

▪ Experience Design	▪ Interaction Design	▪ Wireframing
▪ Design Thinking	▪ User Research	▪ Concept Innovation
▪ Staff Recruitment	▪ UX Teaching to All Levels	▪ Team Mentoring
▪ Design Leadership	▪ Compelling Presentations	▪ Strategic Planning

Professional Experience

Bluescape *(creating wall-sized virtual workspaces that unify content and collaboration across locations)*
Senior Principal Designer Aug 2019 – Present

Provide design leadership to the UX team. Champion best practices including frequent design reviews and ongoing user input. Bring creative ideas, design oversight, and attention to detail to all elements of the product line. Represent UX design at key meetings with top clients and prospects along with other company leadership.

- Enjoying designing the user experience for an innovative new space and paradigm, identifying intuitive gestures for basic manipulation, while making secondary actions discoverable and easy to perform -- despite the limitations of having only touch on a wall screen while allowing many types of interactions.

Drive.ai *(self-driving AI startup, one of FastCompany's 2019 Most Innovative Companies, acquired by Apple)*
Principal Designer (manager role) Feb 2018 – Jun 2019

Principal Designer and head of experience design for Drive.ai's self-driving vehicle AI platform -- designing, leading, user-testing and championing a great experience for those in the vehicle and those encountering it on the road, reporting directly to the CEO. Drive.ai ran a public self-driving car service in Texas with these designs.

- Led design for panels on the car exterior to communicate with other drivers and pedestrians. Our design was featured at both the Smithsonian Cooper-Hewitt Design Museum and London Science Museum.
- Led design for in-vehicle passenger display showing what the car sees in different view choices to ease safety concerns, as well as providing location/route information, time estimates, and key rider controls.
- Designed mobile (iOS/Android) and walk-up kiosk applications for easily scheduling self-driving car rides, resulting in very high customer satisfaction scores for how easy it was to book a ride.
- Inventor or co-inventor on 11 Drive.ai patent filings related to self-driving car experience innovations.

Harman International (*high-end audio and automotive company, acquired by Samsung*)
Lead Designer 2016 - 2017

UX Design Lead for the Litehouse Internal / External Design Group. Oversaw designs for Automotive, Mobile, and Web-based projects from conception to delivery.

- Designed UX for and directed creation of 'Vehicle Health and Diagnostics' and 'Car-as-a-Service' apps first shown at the 2017 Consumer Electronics (CES) show. Oversaw from requirements to CES delivery.
- Received multiple peer recognition awards, for "Innovation" and twice for "Teamwork and Respect".

Bosch *(one of the world's largest automotive suppliers, with $70 billion in annual revenue)*
Senior Manager, User Experience 2012 - 2016

Led user research, concept, and interaction design of features for the Car Multimedia division's automotive interior innovation projects in Silicon Valley, coordinating with internal teams and partner firms. Also managed the creation of demo storylines for these products. Executed demonstrations for executives and current and prospective customers. Taught user-centered design techniques and processes. Mentored team members.

- Drove a user experience research project on car side-view cameras that became a key element in a $100 million European OEM purchase.
- Led the 2016 CES demo, a vision of the auto interior of late 202X, taking advantage of self-driving to transform the interior of the car into a productive workspace and relaxation area with an intelligent digital personal assistant and integration between home and car. The demo received exceptional customer feedback.
- Led the UX portions of the 2014 and 2015 CES demos which, while smaller than 2016's, demonstrated novel and innovative new design ideas for Car Multimedia, and was the lead presenter of them to OEMs.
- Played an active role in recruiting and building the North America UX design team.

Revitas *(market leader in contract lifecycle, supply chain and revenue management)*
Chief Architect, User Interface and Experience *(executive role)* 2010 - 2012

Led the user experience design for all products. Created/reviewed designs for new user interfaces. Collaborated with executive staff on UX processes, plans, and strategies. Met with high-value customers to understand their requirements and communicate design direction.

- Helped accelerate company bookings by 30% year-over-year.
- Saved a multimillion-dollar deal by designing a UX prototype that satisfied the client's requirements, demonstrated understanding of their needs, and established confidence in our company.
- Created two innovative user interface designs that led to provisional U.S. patent filings.
- Managed a $200K/year contracting budget -- choosing, directing, and reviewing the interaction design, graphic design, and prototyping work of all user interface and visual design contractors.
- Created a new company user-centered design process, common UX component library, and even a recognition program for those identifying significant UX problems which might otherwise go unnoticed.

Sun Microsystems *(Java creator and leading server company)*
User Interface Architect *(principal-level role)* 2001 - 2010

Designed user experience for numerous projects. Reviewed products for usability issues and designed appropriate changes. Mentored less-experienced designers. Championed weekly design discussions.

- Team awarded "special recognition for an outstanding job" 2009, "technical excellence and leadership" 2008.
- Designed common controls for the Java FX platform, running on desktop, mobile, and televisions.
- Led redesign of Sun's Web App suite, creating a unified, well-designed, usability-tested look and feel.
- Evangelized and oversaw UX for Project Woodstock, a toolkit to help developers implement the look and feel of the updated Web Applications suite, ensuring usability, consistency, brand, and accessibility across suite.
- Editor/coauthor of user interface design book Java Look and Feel Design Guidelines: Advanced Topics.
- Designed UX for Verizon's App Store and Java Warehouse, the developer/creator side of Sun's Java Store.

Previously User Interface Architect at Bidcom, Principal User Interface Designer at Oracle (including leading complete redesign of Oracle Applications, leading to >850% growth over 4 years), User Interface Designer at Ross Systems, and Application & Human Interface Designer at ASK Computer Systems.

Education

Bachelor's Degree, Physics, U.C. Berkeley
Additional studies in psychology, psycho-physics, and computer science
Proactive learner with years of continuing education through conferences, classes, seminars, and workshops