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PROFILE

Social interaction design innovator seeking consulting opportunities to improve startups and enrich social media campaigns. I bring 15 years of experience as an online developer and producer with expertise in strategy, marketing, content design, web and social apps, UI, UX, and interaction design. Founder of "social interaction design," a user experience and interaction design field specific to social media. I am a dynamic presence and have an acute sense for interpersonal, social, and organizational dynamics. I can also be quite funny and good for team chemistry.

EXPERIENCE HIGHLIGHTS

Shaping the field of social interaction design (SxD), which applies social theory to the design and use of web 2.0 and social media sites for greater effectiveness. Current projects:

- White papers published online and downloaded 20,000 times in past year that explore the theoretical, methodological, and design issues that define social interaction design. These combine multi-disciplinary theoretical insights and past professional experience as a UI and user experience expert.
- A theory of the user psychology, social practices, and mediation of communication (in progress)
- Slide shows, presentations, blog posts on emerging design and use practices. Google rank in the top ten for many social media, social software, interaction design, and film analysis searches.
- Panelist [Milken Institute Global Conference](#), 2006

Designed and built over thirty Web sites and online applications for numerous clients. As a producer and account manager, steered clients through critical strategic, branding, budgetary, and product line decisions. Supported many CEO's, VP's of engineering, and marketing directors through their first online presence.

Eleven years of hands-on experience in multimedia, Web development, production and design, specializing in user-centric interaction and user practices. Have authored many online strategies, marketing requirements documents, engineering specs, blue-sky treatments, and more. Earned accolades as a dynamic consultant and original thinker.

SELECTED AWARDS

2003 Maggie Finalist Best Online Publication Home Page Design, Best Overall Online Design, Best Online Publication, for [Yogajournal.com](#).

2002 Maggie Winner Best Online Publication, for [Yogajournal.com](#)

NAB Crystal Award: Best Educational Technology Product. (National Association of Broadcasters) The Civil War, by Ken Burns. Interactive Laser Disc. For Illumina Productions, Inc.

Oracle Challenge Grant First place winner of \$100,000 for a cartoon-making toolkit for Oracle Corp.

WORK HISTORY**SOLE PROPRIETOR, GRAVITY7, 1995-PRESENT**

Provide social interaction design to companies building or integrating Web 2.0 applications and social media services. Deliverables focus on social interaction issues and include strategic, UI, interaction and social architecture analysis; social interaction goals; use cases and scenarios; and screenshots and mockups. Have successfully conceptualized and architected social software systems from the ground up.

Provided clients with online strategy; company identity systems and branding; award-winning site design and development; custom site engineering; custom publishing systems; site and information architecture; copy writing and editing; UI consulting; budgeting; project and account management; production; and search engine optimization.

Managed teams of designers and engineers as well as led management and staff through many projects.

Clients include: Klout; PeerPong; Extractable; Traction; ASmallWorld; PopularMedia; Anderson DBB; Sociable; France Telecom/Orange; TrustedOpinion.com; Click.tv; Clipsync.com; Razoo.com; Brick River; greatnonprofits.org; 3Bubbles; GoingOn.com; Mellon Financial; Thomson Publishing; Oracle; Yoga Journal; Webvan; NEC; Smith & Hawken; Marin Bikes; Sierra Designs; Reel.com; Wisconsin Coalition Against Domestic Violence; Game Ready; Arts Alliance; Harbinger; Isyndicate; Inraspect

PARTNER, SF-BAY MATCHMAKER. SAN FRANCISCO, NOVEMBER 1996-1998

Operated franchise, developed advertising, new site features, redesigns, and site analysis for the Bay Area's leading online dating site. Conceived and implemented successful community features.

PARTNER, ILLUMINA ONLINE. SAN FRANCISCO. AUGUST 1995-1996

Developed online strategy and creative direction for clients, including PBS, CBS/Sony, and others. Built or was project lead for client sites. Awarded Cool Site of the Day for innovative kid's Hyperman site.

CREATIVE DIRECTOR AND CONTENT DEVELOPER, LUMINAIRE. SAN FRANCISCO. 1994-1995

New media consultant and creative lead. Developed demo enhanced audio CD for submission to A&M Records and conceptualized and wrote a CD Rom title proposal to Warner Music. Provided all content, digital video production, and lingo scripting.

PRODUCER AND CONTENT DEVELOPER, ILLUMINA PRODUCTIONS, INC, & PBS. OAKLAND. 1994-1995

Responsible for game design and design documents for two interactive CD Roms for children based on the Hyperman educational cartoon television (CBS, Fall, 1995). Backed by Sony, IBM and CBS.

Designed the content and wrote the accompanying book for a PBS Videodisc based on The Civil War, the award-winning documentary by Ken Burns. Product won NAB's Crystal Award.

PRODUCER, SCHOLASTIC, INC. CONTRACTOR. PALO ALTO. 1993-1993

Consulted with directors/principals/executives to develop Scholastic's early new media strategy.

Developed and produced an electronic book CD Rom on Malcolm X. Coordinated product development with director, graphic designer, AV producers, copy editors, and all content sources.

Consulted on development of additional titles.

PROJECT COORDINATOR. SOVIET UNION AND EASTERN EUROPE PROJECT. STANFORD. 1989-1992

Developed secondary-school curriculum materials at the Stanford Program on International and Cross-Cultural Education. Authored and published curriculum units, produced accompanying visual aids and videos, and conducted workshops for teachers and administrators. Featured on Discovery Channel.

EDUCATION

Free University. West Berlin, Germany: 1989

Recipient of the Krupps fellowship for one year of research at the Freie Universitat, West Berlin

Stanford University. Stanford, CA: 1988

BA with honors in International Relations

SKILLS

Microsoft Word, Excel; Apple Keynote, Pages; html; css; Wordpress; Filemaker Pro; twitter; blogging; Radian6

REFERRALS

See [LinkedIn profile](#)