



## Adrian Chan

### Profile

I provide acute and insightful guidance on social product development to maximize user engagement and business success. My pioneering expertise in Social Interaction Design provides company clarity and product vision. My leadership as a consultant has aligned executive, product, design, engineering, and marketing teams.

### Areas of Expertise

- Web development, web design, html, css, wireframes, mockups, user flows
- Content management systems, data architecture, SEO
- Community management, moderation, community admin
- Gamification, social games, leader boards, badges, achievements
- Viral strategies, Facebook social plugins, friend and follow models
- Social gestures, social currencies, "influence," personas 2.0 and user types
- Brand briefs, brand strategy, marketing strategy, client presentations
- Use cases, user scenarios, marketing and product requirements documentation
- Project management, Agile product development, Basecamp, Bugzilla
- Social media, twitter, instagram, tumblr, Wordpress, social media monitoring
- Omnigraffle, Photoshop, Excel, Powerpoint, iWork, Google docs

### Experience Highlights

- Long-time independent consultant to startups, organizations, and companies.
- Thought leader in social interaction design (SxD): UX and strategy for social products and services.
- Author of numerous online white papers, articles, slide shows, presentations, and blog posts on emerging social design. Published in Mashable, Readwriteweb, and JohnnyHolland.
- Author of *Principles of Social Interaction Design*. In progress.
- Founder of sxdsalon.org group and shared blog with industry leaders on social interaction design.
- Sr. Fellow, *Society for New Communications Research* (SNCR.org)
- Branded, designed, developed, and maintained websites and CMS for over 20 companies.
- Created Klout's 16 influence types.
- Winner internal R&D innovation award with client FranceTel/Orange for "yelp-killer."
- Speaking at IxDA12 in Dublin, Ireland, 2012. Panelist Milken Institute Global Conference, 2006.
- 2002, 2003 Maggie Winner and Finalist: Best Online Publication Home Page Design, Best Overall Online Design, 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..



## Experience

### **OWNER, GRAVITY7, SAN FRANCISCO, CA — 1993-PRESENT**

Social interaction design can make the difference between success and failure for social products. I know which features, for what users, in what order. For agile development there is agile social. Ingredients in the mix include: virality, gamification, Q/A services, "influence" metrics, feeds, social deals, social currencies, leaderboards, friend/follow models, forums, Facebook social plugins, user profiles, realtime interaction, and mobile. None of these are conventional UX or product management skills. They demand smart thinking about social.

### **Selected Social Interaction Design clients**

#### **LIVEMAPP, LONDON, UK, 2011 - 2011**

Providing product vision, social functionalities, web and mobile user experience. Livemapp is a realtime local news, events, and recommendations map. Think instagram + tumblr + foursquare.

#### **LIKELIST, SUNNYVALE, CA, 2010 - 2011**

Led complete product redirection from search to social recommendations, Q/A, and lists. Authored and wire-framed entirely new functionalities, live feed, follow model, list creation, in and out sharing, Facebook login, badges strategy. Think Foursquare + lists + Facebook likes. Onsite. Funded.

#### **KLOUT, SAN FRANCISCO, CA, 2009 - 2009**

Defined 16 personality and influencer types from an original set of four. Correlated types to twitter activity and audience responsiveness: RTs, @names, @replies, volume, trends, followers, etc.

#### **PEERPONG, SAN FRANCISCO, CA, 2009 - 2009**

Shifted product from stand-alone live human Q/A to twitter Q/A. Worked directly with CEO. Funded.

#### **ASMALLWORLD, NEW YORK, NY, 2007-2008**

Led social marketing re-orientation for invite only European exclusive social network; developed brand ambassadorship and influencer goals around core user types. On and offsite engagement. Acquired.

#### **CLIPSYNC, SAN FRANCISCO, CA, 2007-2007**

Provided a product vision for a chat, private messaging, and gesture-based set of games to be played on long-form video content.

#### **POPULARMEDIA, SAN FRANCISCO, CA, 2007-2007**

Authored a product vision and product requirements spec for a viral ad publisher and campaign manager application. Acquired.

#### **FRANCE TELECOM/ORANGE, SOUTH SAN FRANCISCO, CA, 2006 - 2007**

Took a post-it note with the words "Yelp-Killer" and delivered a product demo of an end-user recommendation system that won best R&D innovation award (out of 156 internal projects).

#### **TRUSTEDOPINION, SAN FRANCISCO, CA, 2006-2006**

Authored social and product requirements for a movie recommendations and social networking site that emphasized user movie expertise. Funded.

#### **CLICK.TV, SAN FRANCISCO, CA, 2006-2006**

Provided product vision to solve the problem of why users don't chat on videos. Acquired.

### **Additional Social Interaction Design clients**

- RecordSetter; Extractable; Traction; Anderson DBB; Developmental Studies Center; Sociable; Razoo.com; Brick River; greatnonprofits.org; 3Bubbles; Oracle; Thomson Publishing; GoingOn.com; Mellon Financial



### **Selected Web development clients**

Prior to social web, Gravity7 provided clients with online strategy; company identity systems and branding; award-winning site design and development; custom site engineering; content management systems; site and information architecture; SEO, copy writing and editing; UI consulting; budgeting; project and account management; production.

- Yoga Journal; Webvan; NEC; Smith & Hawken; Marin Bikes; Sierra Designs; Reel.com; Wisconsin Coalition Against Domestic Violence; Game Ready; Arts Alliance; Harbinger; Isyndicate; Intraspect

#### **PARTNER, SF-BAY MATCHMAKER, SAN FRANCISCO, CA — 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, CA — 1995-1996**

Developed online strategy and creative direction for clients, including PBS, CBS/Sony, and others. Project lead for client sites.

#### **CREATIVE DIRECTOR AND CONTENT DEVELOPER, LUMINAIRE, SAN FRANCISCO, CA — 1994-1995**

New media consultant and creative lead. Developed enhanced audio CD and CD Rom projects for A&M and Warner Music. Produced demos.

#### **PRODUCER AND CONTENT DEVELOPER, ILLUMINA PRODUCTIONS, OAKLAND, CA — 1994-1995**

Responsible for game design and design documents for kids' interactive CD Roms based on company's Hyperman television series (CBS, Fall, 1995). Backed by Sony, IBM and CBS.

Designed the content and wrote the teacher and student curricula for a PBS Videodisc *The Civil War*, by Ken Burns. Winner of NAB's Crystal Award for best educational technology product.

#### **PRODUCER, SCHOLASTIC, INC, PALO ALTO, CA — 1993-1993**

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

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

### **Education**

Free University, Berlin — Winner of one-year Krupp Fellowship, Political Science, 1989.

Stanford University, Palo Alto, CA — BA International Relations with honors, 1988.

### **Skills**

Google docs, Apple iWork; Excel, Powerpoint, Omnigraffle, Photoshop, Bugzilla, Wordpress, Radian6, HTML, CSS, basic Javascript and SQL.

### **Links**

- One sheet overview: [http://www.gravity7.com/gravity7\\_sxd\\_2011.pdf](http://www.gravity7.com/gravity7_sxd_2011.pdf)
- Website: <http://gravity7.com>
- Blog: <http://gravity7.com/media/blog>
- Profile: <http://about.me/gravity7>
- Profile: <http://www.facebook.com/adrianchan>
- Profile: <http://www.slideshare.net/gravity7>

### **Referrals**

Bernard Moon [bernard.moon@gmail.com](mailto:bernard.moon@gmail.com), Perla Ni [perlani@greatnonprofits.org](mailto:perlani@greatnonprofits.org), Geoff Mitchell [business@geoffmitchell.com](mailto:business@geoffmitchell.com), Joseph Stanco [joe.stanco@gmail.com](mailto:joe.stanco@gmail.com), Jeff Pester [jpester@gmail.com](mailto:jpester@gmail.com)