



# Adrian Chan

Accomplished consultant, strategist, and an innovative thinker about social media and web 2.0 technologies, markets, and strategies. A dynamic contributor distinguished by a keen sense for what drives online interactions.



## Gravity7

### Experience Highlights

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.

Eleven years of hands-on experience in multimedia, Web development, production and design

Authored numerous online strategies, marketing requirements documents, engineering specs, blue-sky treatments, and more.

## 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. *The Civil War*, by Ken Burns. Interactive Laser Disc.

### Oracle Challenge Grant

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

## Social Interaction Design

Adrian Chan is a leading thinker of social media and social software design, a field he has coined “social interaction design.” He consults to Web 2.0 companies as well as those seeking to implement Web 2.0 strategies. As a past web developer and current specialist in the niche of social software and the unique social practices that make it work, he steers clients towards execution that satisfies their business and marketing interests and away from some of the potential pitfalls of user generated content engagement.

His social interaction design approach is a unique blend of conventional design methodologies and social theories. His aim is to facilitate a critical understanding of what might be called the “social interface:” the tendency of individual user interactions on a social web application to produce emergent social phenomena.

Adrian believes that the success of any social media investment, be it a themed online community, a mobile application, a widget or facebook application, depends less on meeting conventional definitions of user needs and goals and more on structuring self-reproducing and self-sustaining social practices. By this account, social media can succeed even by failing — and in fact many sites can claim high rates of participation even though their design, architecture, navigation and functionality may be wanting. Insofar as content on these sites is contributed by users in real or possible relationships with one another, the strategic and design goal is communication among users. And users will communicate as much, if not sometimes more, when the poverty of design is outdone by the personal and social practices that compel participation.

## Testimonial

"Adrian was a huge factor in propelling a multidisciplinary team of both inside and outside resources from concept to killer demo in less than 90 days. What we got was on-time, on budget, with a result of key stakeholder buy-in. Ground-breaking creative, business strategy, and project management flexibly adapting to the abrupt changes of projects in pitch mode - that's the package."

## Clients

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  
Wisc Coalition Against Domestic  
Violence  
Game Ready  
Arts Alliance  
Harbinger  
Isyndicate  
Intraspect

## Education

Stanford University. Stanford, CA,  
1988

Free University, Berlin, 1989

[2007 Resume](#)

Most of Adrian's clients have social media in their DNA, and are often startups seeking expertise, product specs, design briefs, use cases, page flow and other design documentation. He thoroughly enjoys delving into a new company's goals to craft social interaction design goals that will best meet the company's needs while providing compelling user experiences.

Other clients operate live sites and services and are either seeking to increase adoption or to address lack of use, disuse, misuse, or other user and social practice challenges. These companies frequently have the architecture, design, and feature sets required to accomplish their business objectives and to satisfy users, but benefit from design and front-end tweaks. These jobs involve improving social navigation and social content structuring so that users find their way to doing what the platform is set up for, ultimately generating the self-sustaining participation that's needed for sustainability.

Adrian also enjoys becoming involved in high-level strategic sessions and consulting to organizations yet to commit resources to a project. Here he will apply industry expertise as well as core assumptions about social practices and user habits and routines.

Adrian uses interaction frameworks developed over past years for a number of use cases and user scenarios, from chat applications to live gaming widgets. These allow him to get up to speed quickly on new projects. While following industry news and trends, and keeping an eye out for best practices, fresh design solutions and new applications, he tries to fit these into a big picture view of the field.

Adrian's work, including slide shows, white papers, research notes, and an overview of social interaction design, are at his site, [Gravity7.com](#). Adrian ranks in the top ten on Google for many social software, social media, and film analysis searches. He also maintains an occasional blog on [social media](#) and a [blog on film](#). His white papers have been downloaded over 25,000 times in the past 18 months

## Profiles



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