

Allen Smith

Blendas Gata 63 Läg 24
Göteborg, Sweden 42251

+46 072-734-0063
skype: mojofat
alsmith@gmail.com

mojofat.com

//PROFILE

In-demand creative professional with expert-level knowledge of consumer-oriented user experience design and proven ability to transform concepts into award-winning, commercially successful products.

//EXPERIENCE

SR. PRODUCT MGR - USER EXPERIENCE | FLO TV/QUALCOMM INC. | SAN DIEGO, CA | 2007-2010

FLO TV was the mobile digital broadcast TV division of Qualcomm, Inc., a publicly traded Fortune 500 company. I joined prior to commercial launch of the service and was retained to lead the design of a strategically important automotive product. I also led social media and interactive efforts, datacasting research, and participated in an advisory role on many other initiatives. FLO TV was sold to AT&T in 2010.

- Lead or sole inventor for six patents filed with USPTO:
 - Automotive Dual UI Controller
 - Dynamic Live Content Promoter
 - User Selected Advertising
 - Serving Episodic Secondary Content
 - Interactive In-Vehicle Voice-Controlled Advertising
 - Capture of Real-Time Social Media Content During Live Broadcast and Synchronized Replay
- Lead for advanced product planning interactive media initiatives.
- Lead for FLO TV automotive rear seat entertainment product. Managed end-to-end design phase: cultivating relationships between internal stakeholders, third-party development firm (frog design), and external partner to design, prototype, test, document, and develop a first generation in-car video product and supporting ecosystem (web and phone activation, subscription management, hardware design, accessory design and development). Winner of two CES awards for design and engineering, 2010.
- Planned and executed a week long user test, in an automotive context, with Qualcomm's usability lab, building an in-car prototype for user testing.
- Lead for FLO TV smartbook product design running prototype Chrome OS.
- Extensive travel and presentations to partner working groups and executives.

CREATIVE DIRECTOR | DIGITAL ORCHID | SAN DIEGO, CA | 2003-2007

Recruited to Digital Orchid, a venture-funded mobile software startup focused on building and managing networked content applications for major brands. Reporting to the VP Engineering, I was retained to lead the design of all products in addition to building and managing the design and content teams. Joined Series A and fewer than 10 employees.

- Initiate and maintain design project schedules and timelines for team, mentor, and produce as-needed status reports and project presentations to executive team. Three direct reports.
- Direct all product design, UI design, and creative.
- Manage and develop all user experience documents and prototyping.
- Product Manager for BREW wallpaper/ringtone applications.
- Senior member of R&D team responsible for new product innovations.
- Products developed: Real-Time Asynchronous Push Applications, Polling Applications, SMS Alerts, Premium SMS Billing, WAP Delivery, BREW Wallpaper/Ringtone Applications, Mobile Platform, Games, UI One Themes, Automated Wallpaper Generator, and CMX Ringtones.
- Direct working relationships with Sprint, Nextel, Verizon, Cingular, AT&T, Midwest Wireless, Alltel, U.S. Cellular, T-Mobile, Qualcomm, and BREW Carriers throughout Latin America.
- Produce revenue generating wireless products for such brands as: NASCAR, NHL, MLB, ESPN, Quiksilver, Hawaiian Tropic, AMA, IRL, World Cup, Endemol, Telemundo and many others.

PRODUCT MGR - INFORMATION VISUALIZATION | XSILOGY | SAN DIEGO, CA | 2001-2002

Recruited to Xsilogy, a venture-backed sensor networking startup, I reported to the VP Engineering and was retained to lead the design of their cloud-based analytics service. Joined Series B and fewer than 30 employees.

- Responsible for eliciting product requirements from clients and designing a specific deployable application solution utilizing Xsilogy's wireless sensor network and targeted web-based application.
- Responsible for drafting all functional specification documents for the software development team.
- Created prototypes for client and engineering review.
- Established design for the visual display of quantitative and predictive information guidelines.

PRODUCT DESIGNER - COMMUNICATION TOOLS | COLLEGECLUB.COM | SAN DIEGO, CA | 1998-2001

I joined CollegeClub.com, a college oriented social-networking website, during their Series A with fewer than 15 employees. After interning for two months I was offered a content management role and quickly assumed more responsibility, first managing a remote group of 30+ content editors then project managing development efforts and finally as a lead product designer for all of the web-based communication tools. The site grew from 150k+ active members to 2M when I left, and was a top 100 website by traffic.

- Drafted user experience documents and prototypes for suite of communication tools.
- Product management responsibility for Clubs, Chat, Message Boards, and 30 international college student Hosts.
- Project led site promotions for Nissan, FireTalk, Arista Records, Artisan Entertainment, and Warner Bros.
- Produced live celebrity web events using streaming video and audio.

//EDUCATION | PROFESSIONAL DEVELOPMENT

- TableTop Interaction Lab - Göteborg, Sweden | Research
- Chalmers University of Technology - Göteborg, Sweden | MSc Interaction Design (*in progress*)
- Indiana University - Bloomington, IN | B.A. Telecommunications
- Speaker at BREW Fest 2008: Mobile Video 101
- Invited Speaker at UX Lx 2010: UX Design For In-Vehicle TV

//PROFICIENCY

Adobe CS5.5	Multi-Platform UX Design	User Experience Design	NUI Design
HTML5/CSS3/Jquery	Multi-Scale UX Design	Interaction Design	Project Planning
OmniGraffle	Ubiquitous Computing	Information Architecture	Presentations
Multimedia Design	Prototyping	Service Design	Product Management
Wireframe/User Flows	Ethnographic Research	User Centered Design	SCRUM/Agile
Sketching	Usability Testing	Visual Design	

//PATENTS

- System and method for providing interactive content | US 2010/0251283 A1
- System and method for providing multiple user interfaces | US 2010/0257475 A1
- System and method for generating and rendering multimedia data including environmental metadata | US 2010/0262336 A1
- Dynamic live content promoter for digital broadcast TV | PCT/US2010/061626
- Method and apparatus for serving episodic secondary content | PCT/US2010/1037484
- Synchronized replay of broadcast contextual social media | Filed 2011
- User selected advertising | Filed 2010

//AWARDS

- Chalmers Innovation Pitch & Win Finalist/Second Prize Winner.
- CES Innovations 2010: Design and Engineering Award.
- CES Best of Innovations 2010 Honoree: In-Vehicle Video.
- Qualstar Award for Design Leadership.
- Nominated Best Mobile Entertainment Application at 2006 BREW Fest for NASCAR.com TO GO (the mobile version of the Emmy Award winning NASCAR PitCommand).
- Grand Prize Winner in 2003 Verizon/BREW CMX contest.
- KGTV Channel 10 Honoree for Fostering Electronic Communication (2000).