

# eugene chen

user experience research, strategy and design

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## » I help companies delight customers and achieve business results through innovations in user experience.

Working as a consultant has shown me many different contexts in which design operates, while shipping features to a live website has honed my skills at driving execution and business results.

My strategy practice generates insights from user research and uses these to create explicit product strategies and deep innovation.

My design practice emphasizes rapid exploration and harmony of interaction and visual design.

Particular interests include social human factors, design methods and the unification of digital and physical experiences.

- » 16 years of user-interface experience
- » Idea source: lateral thinker and energetic brainstormer
- » Quick to conceptualize design vision and articulate strategy
- » Committed to linking business strategy to design strategy and making data-based decision
- » Able to foster positive, creative relationships within design and cross functional teams
- » Road-tested sense for what works
- » Focus in interaction design with strong eye for visual design
- » Passionate speaker, writer and evangelist for design

## capabilities

Design strategy  
Ethnographic research  
Experience modeling  
User and task analysis  
Participatory design  
Interaction design  
Information architecture  
Information design  
Usability testing  
Expert evaluation

# › principal designer work

## Principal Interaction Designer Shutterfly Redwood City, CA, 2007-now

Lead designer for a variety of digital photo applications involving uploading, sharing and creation of personalized products.

Accomplishments include:

- » Generation of Simple Path product business, achieving 20% new photo book units in first quarter after launch.
- » 50% of Simple Path users report finishing book in 30 minutes vs. several hours by previous methods.
- » Creation of automatic photo book personalized marketing approach to spur trial by new customers.
- » Invention of Storyboard interface. Users complete projects 35% faster.
- » Patents pending for various interfaces and algorithms

Projects include:

- » Strategy and design for next generation of Shutterfly's flagship photo book product
- » Creation of Simple Path product strategy and design. "If there's an easier way to make a photo book, I've yet to see it" - McClatchy News Service
- » Definition of autofill algorithm, adaptive layout paradigm and photo book style strategy
- » Information architecture for card shopping experience
- » Web album synchronization for Shutterfly Studio desktop picture organizer
- » Automatic photo archiving subscription service

## Principal Designer Eugene Chen Design San Francisco, CA, 1994-now

Design consultant for digital products. Work includes user research, product strategy, and interaction design.

Projects include:

- » Inventory and sales management application for eBay
- » Digital pen concepts for Anoto
- » User-interface holistic vision for Nokia
- » User research and product definition for LiveProcess
- » Car audio interface for Siemens
- » VoIP portal for Qwest
- » Pattern library for Bose
- » Navigation concept for ArtAndCulture.com
- » Network administrator web application for Network Associates
- » Flash video game soundtrack for Eidos

# › design management work

Director of Design  
Aaron Marcus and Associates  
Emeryville, CA, 1998–2003

## Design Direction

Oversight on design projects and workflow for bi-coastal team of 16 designers.

Developed and formalized processes and design standards.

Mentored, coached, and motivated design staff.

## Design

Responsible for creating project plans and design approach, then guiding large teams of designers toward solution.

Lead designer on major accounts, creating user-interfaces for desktop applications, websites, web applications, tablet computers, wireless devices, and vehicles.

Planned and led worksessions with clients and users.

## Business Development

Promoted the studio through articles and public appearances.

Authored proposals and led pitch meetings.

Operationalized scoping and bidding process.

Developed AM+A brand and marketing materials.

## Leadership

Hired and managed design and administrative staff.

Created tutorials, taught, spoke, and evangelized user centered design to client and public audiences.

Established project management processes.

## Accomplishments include:

- » Directed agency from 2000–2002 during years of record growth and revenue.
- » Doubled size of staff.
- » Evolved organizational structure, career plan and performance review processes.
- » Redesigned studio space.

## Projects include:

- » Mobile smartphone concepts for Samsung
- » In-vehicle interface design planning for BMW
- » Youth-oriented instant messenger for Microsoft
- » User research for Orbitz
- » User experience center of excellence for Visa
- » Website for the Getty Center museum
- » Faceted search for Kanisa
- » Mobile service for Hewlett-Packard Research Labs
- » Music discovery visualization for Napster
- » Online budget tracking for Federal Reserve Bank
- » Sound design for Cisco

## › early work

**Educational Software Designer,  
Key Curriculum Press**  
Emeryville, CA, 1995–1998

Designed user interface for Fathom™. This educational product teaches statistics and data exploration to secondary school students using a constructivist pedagogy. It allows them to design experiments and create interactive data visualizations using visual programming.

Managed the entire design process including product definition, prototyping, user-interface design, icons, and design documentation. Led focus groups and usability tests with teachers and students.

“Best Software in High School Math” – Fifth Annual Education Software Review Award, September 2000, ComputED.

“My students find Fathom very easy to learn, and the interface quite natural. What differentiates Fathom is the frequency with which students will say ‘wow!’”  
– The College Board.

**User Interface Developer,  
Picture Network International**  
Fairfax, VA, 1991–1994

Member of technical development team for Seymour™ stock photography searching application, programming in Smalltalk.

Designed a productivity-critical application for image metadata indexes. Designed product cursor and icon family. Developed portions of user-interface and natural language query processor.

**Music Software Designer,  
Lyrrus**  
Philadelphia, PA, 1991

Worked on G-Vox™ multimedia education cd-rom series. Special guitar pickup sends MIDI notes to computer for interactive music lessons. Created lesson prototypes and demos.

**User-Interface Designer,  
World Game Institute**  
Philadelphia, PA, 1990–1991

Designed and developed Global Recall™, an interactive atlas and world facts database based on the work of R. Buckminster Fuller. This multimedia application was exhibited at The Franklin Institute of Philadelphia and the St. Louis Science Center. Developed specification for Version 2.0 of product.

# › speaking and writing

## speaking

*Aesthetics of Interaction*. Lecture. DCamp 2006, Palo Alto, CA. May 2006.

*Boundary Objects: Communication Between Disciplines*. Workshop. CHI 2004, Vienna, Austria. February 2004.

*Design Patterns: a Bridge between Usability and Design*. Panel Chair. UPA 2003, Scottsdale, AZ. June 2003.

*Creating a User-Interface Center of Excellence*. Visa. Tutorial. Foster City, CA. June 2003.

*User-Interface Design for Mobile Devices*. Tutorial Co-presenter. Wireless Systems Design Conference and Expo. San Jose, CA. February 2003.

*User Experience Design as a Strategic Business Issue*. Lecture. UC Berkeley. Haas School of Business. Berkeley, CA. January 2003.

*Advanced Mobile Design Process*. Lecture. Hewlett-Packard. Half Moon Bay, CA. October 2002.

*Advanced Mobile Design Process*. Lecture. AIGA Experience Design, 5th Advance for Design Summit. Las Vegas, Nevada. July 2002.

*Advanced Mobile Design Process*. Lecture. ACD Re: Wireless conference. Berkeley, CA. April 2002.

*UI Design Practice*. Tutorial. Wells Fargo Bank. San Francisco, CA. November 2001, April 2002

*Directions for Future Automotive HMI*. Lecture. BMW. Munich, Germany. March 2002.

*Advanced Wireless Design*. Lecture. Web 2001. San Francisco, CA. September 2001.

*Baby faces and Process for Advanced Mobile Design*. Lecture. Bay UPA Speakers Series. Redwood City, CA. August 2001.

*User Interface Design for Work, Home, and On the Way*. Tutorial co-presenter. Siggraph 2001. Los Angeles, CA. August 2001.

*Role of Usability Specialist in Experience Design*. AIGA Experience Design, 44h Advance for Design Summit. Scottsdale, AZ. July 2001.

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*UI Design for Web Based Applications*. Lecture. AGI Creating for the Web. San Francisco, CA. May 2001.

*User Interface: Principles Process Proof*. Tutorial. SFSU Multimedia Studies Program. April 2001.

*3G Mobile Tech SIG*. Special-interest group organizer and facilitator. CHI 2001, Seattle, WA. February 2001.

*Visual Design for User-Interfaces. Tutorial*. CHI 2001, Seattle, WA. February 2001.

*Thick to Thin: Web Application Design*. Lecture. CMP Web 2000 Conference and Exposition, San Francisco, CA. November, 2000.

*User Interface: Principles Process Proof*. Tutorial. SFSU Multimedia Studies Program. San Francisco, CA. September 2000.

*User Interface Design for Work, Home, and On the Way*. Tutorial co-presenter. BayCHI. Palo Alto, CA. September 2000.

*Web Design Essentials*. Tutorial co-presenter. Federal Reserve Bank. New York, NY. December 1999.

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## articles

Chen, Eugene. (2008). *Capturing Everyday Memories*, Picture More, Shutterfly Community Blog.

Chen, Eugene. (2003). *Design Patterns: a Bridge Between Usability and Design*, Panel Chair, Proceedings of UPA 2003, Usability Professionals Association.

Chen, Eugene. (2003). *Design of Sites: The Power of Design Patterns*, User Experience Magazine, Spring/Summer 2003, Usability Professionals Association.

Chen, Eugene. (2002). *User-Interface Design: Philosophy and Process*, Interactions, ACM Publisher, www.acm.org, March/April 2002.

Marcus, Chen, Lee, Donahue. (2002). *Return on Investment for Usable UI Design*, User Experience Magazine, Winter 2002, Usability Professionals Association.

Marcus, Aaron, and Chen, Eugene. (2002). *Designing the PDA of the Future*, Interactions, ACM Publisher, www.acm.org, January/February 2002.

## interviews

Fierro, Ed (2001). *Getting the Picture*, ID Magazine, Vol. 48, No. 3, May 2001.

Sherman, Eric (2001). *Mobile Device User-Interfaces*, MIT Technology Review, March, 2001.

Fierro, Ed (2001). *Type at the Extreme*, How Magazine, Vol. XFI, No. 1, February 2001.

Sonderegger, Paul (2000). *Scenario Design*, Forrester Research, December 2000.

# › background

## university

University Of Pennsylvania  
B.S.E. Major in Computer Science. Minor in Architecture.  
Dean's List 1991

## continuing education

Instituto Allende  
*Photographic Composition*, 2007

University of Berkeley  
*Collage*, 2005

AIGA Business Seminars  
*Positioning*, 2002

San Francisco Art Institute  
*Mixed Media Painting*, 1998  
*Sound and Image*, 2002

California College Of Arts And Crafts  
*Visual Communication*, 2000  
*Advanced Photoshop*, 2001

San Francisco State University  
Multimedia Studies Program.  
*Information Design for the World Wide Web*, 1998

Nyingma Institute  
*Tibetan Buddhist studies*, 1997–2003

## professional affiliations

CHI  
Bridging Gaps Between HCI, Software Engineering, and Design. Workshop co-chair, 2004

Design for User Experiences (DUX)  
Conference Committee Member and Studio Tours Chair for inaugural conference, 2003

AIGA Advance for Design Summit  
Invited speaker, 2000  
Member, 2001

ACM SIG CHI, BayCHI, and AIGA  
Ongoing member

## other

Sound designer and recording engineer, Abandon Studios  
San Francisco, CA, 1997–now

» Built and managed local recording studio.

» Sound design, recording engineering, and music production.

» Created sound installation for Levi Strauss showcase store in San Francisco.

» Sound designer for Eidos TV website (Lara Croft Tombraider, Thief, Final Fantasy). Created audio logo, voice-overs, button sounds, and music for Flash based game site.

» Awarded "Best Local Recording Studio" by SF Weekly 2003.

Producer, DJ and host of in-studio performances, **Pirate Cat Radio**  
87.9 FM. San Francisco, CA, 2006

Producer, DJ and host of "Talk About Pop Music", **Radio Libre**  
89.3 FM. San Francisco, CA, 1995–1997

Sound design assistant, **Noise**  
San Francisco, CA. 1998

Guitar and acting understudy, **George Coates Performance Works**  
San Francisco, CA, 1995

Musician, **Here Are The Facts You Requested**  
Worldwide, forever.

» Composer, musician for experimental pop group.

» Albums: *Shocks+Struts*, 1999, *Felt*, 2002, *All My Favorite Things At Once*, 2007.

» Tour of Spain, 2003, 2004.



references? just ask.

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