

# 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.

- » 19 years of user-interface experience
- » Rapid ideation, lateral thinker and energetic brainstormer
- » Quick to conceptualize design vision and articulate strategy
- » Committed to aligning design strategy with business strategy and making data-based decision
- » Able to foster positive, creative relationships within design and cross functional teams
- » Road-tested product sense for what works
- » Eye for great design talent
- » Passionate speaker, writer and evangelist for design

## capabilities

Product ideation  
Product design strategy  
Interaction design  
Design management  
User research  
Information visualization  
Usability testing  
Creative direction

# › work experience

## Director of User Experience Shutterfly Redwood City, CA, 2007-now

Design and design manager for digital photo, personal publishing and social expression applications.

### Design Management

- » Managed two teams at Shutterfly: personalized products and cloud services
- » Coordinated a global team of designers across 3 countries and all platforms
- » Head of design for ThisLife, cloud-based photo storage, sharing and digital storytelling brand
- » Led Shutterfly initiative into Home Decor category

### Design

- » Led design of Shutterfly's flagship photo book line through multiple major redesigns, achieving half a billion dollars revenue in less than 3 years.
- » Creation of Simple Path product business, achieving 20% new photo book units in first quarter after launch.
- » Development and launch of Treat, new brand of one-to-one greetings and mobile gifting service
- » Invention of Storyboard interface. Users complete projects 35% faster.
- » Creation of autofill algorithm, adaptive layout paradigm and photo book style strategy
- » Key contributor to Shutterfly IP portfolio through multiple patents

## Principal Eugene Chen Design San Francisco, CA, 2003–now

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

Projects include:

- » Sales tool managing 6% of listings on eBay
- » User-interface holistic vision for Nokia
- » Design pattern library for Bose
- » Automobile entertainment interface for Siemens
- » VoIP portal for Qwest
- » Digital pen concepts for Livescribe
- » Medical emergency management for LiveProcess
- » Information Architecture for ArtAndCulture.com
- » Network administrator dashboard for Intel
- » Video game soundtrack for Eidos

# › work experience

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

## Design Direction

- » Head of design studio with team of 16 designers in SF Bay Area and NYC.
- » Oversight on all design projects and studio workflow.
- » Mentored, coached, and motivated design staff.
- » Developed and formalized processes and design standards.
- » Redesigned studio space.

## 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:

- » Doubled size of staff.
- » Directed agency during years of record growth and revenue.
- » Evolved organizational structure, career plan and performance review processes.

## Projects include:

- » Future smartphone concepts for Samsung
- » iDrive automobile design planning for BMW
- » User research for Orbitz
- » Natural language search for Kanisa
- » Youth music sharing and group messenger for Microsoft
- » Music discovery visualization for Napster
- » Website for the Getty Center museum
- » Mobile service for Hewlett-Packard Research Labs
- » User experience center of excellence for Visa
- » Online budget tracking for Federal Reserve Bank
- » Sound design for Cisco

# › evangelism and education

## speaking

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

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

*Creating a UI Center of Excellence*. Tutorial. Visa, Foster City, CA. 2003.

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

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

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

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

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

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

*Role of Usability in Experience Design*. Invited speaker. AIGA Experience Design Advance for Design Summit. Scottsdale, AZ. 2001.

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

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

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

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

## conference leadership

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

*Communication Between Disciplines*. Workshop co-leader. CHI Conference, Vienna, Austria. 2004.

*Inaugural Conference Committee Member and Studio Tours Chair*, Design for User Experiences (DUX) 2003.

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

*3G Mobile Technology*. Special-interest group organizer and facilitator. CHI Conference, Seattle, WA. 2001.

## articles

*Capturing Everyday Memories*, Picture More, Shutterfly Community Blog. 2008.

*Design of Sites: The Power of Design Patterns*, User Experience Magazine, 2003.

*User-Interface Design: Philosophy and Process*, Interactions, ACM Publisher, 2002.

*Return on Investment for Usable Design*, User Experience Magazine, 2002.

*Designing the PDA of the Future*, Interactions, ACM Publisher, 2002.

## interviews

*Getting the Picture*, Ed Fierro, ID Magazine, 2001.

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

*Type at the Extreme*, Ed Fierro, How Magazine, 2001.

*Scenario Design*, Paul Sondregger, Forrester Research, 2000.

## university

University Of Pennsylvania

B.S.E. Major in Computer Science.

Minor in Architecture. Dean's List 1991