James Leftwich, IDSA

https://www.orbitnet.com

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Palo Alto, California 94301

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SUMMARY OF QUALIFICATIONS

Product Designer and User Experience Architect with over three decades of experience in all phases of broad, cross-functional team Human Interface Design, both consulting and professional executive-level leadership within global corporate settings. Proven success in related intellectual property strategies. Expertise in developing integrated user experience architectures across the visual, physical, and informational aspects of products, software, and systems. Experienced in managing and delivering success on challenging projects within large systems, as well as interacting and coordinating with internal and customer organizations. Resilient and adaptable to changing project needs. Proactive, self-starter with excellent spoken, written, and graphic communications skills. Award-winning and well-networked pioneer in the field of User Experience Architecture and Design.

PROFESSIONAL GOALS

I seek to continue making major contributions to leading-edge cross-functional team efforts to conceive, design, and bring the world's best and most innovative user experiences to reality. To continue innovating in equipment, devices, social computing, personal data and communications, data systems, and enabling product ecosystems. To continually learn from and successfully integrate my skills and experiences with those of my management and peers. And to provide successful and supportive leadership and mentoring to my team members and to my greater global design profession.

SKILLS

New product, software, service and system conception and development; Excellent visual and written communication skills, including detailed and effective functional and user interaction flow diagramming, storyboarding, planning and outlining, explanatory system, usage and business infographics; User-centered design methodologies, including research, persona development, integrated technology and business exploratory mapping, stakeholder interviewing and assessment, prototyping direction; video direction; detailed programming and implementation specifications; patent strategy and pursuit documentation and writing; corporate and brand identity development; production and direction of marketing collateral, materials and resources. Deeply skilled with Adobe Creative Suite, Microsoft Office, numerous communication, scheduling and developer-centric platforms, applications and services.

PROFESSIONAL EXPERIENCE

I'm founder and principal of Orbit Interaction, a pioneering and broad-based interaction design and intellectual property development consultancy located in Palo Alto, California. Trained as an industrial designer, my career has been focused in the area of Human Interface design, development and related intellectual property strategies. My design work spans the fields of blockchain, finance, medical, healthcare, automotive, social networking, AI-augmented search and data visualization, gaming, and accessibility. I have held executive positions in startups and director roles in established corporations.

I am a recognized design and human interface expert in mobile and wearable computer systems, with extensive, leading-edge experience in consumer and government-related applications of this technology. I also have broad experience developing non-PC interfaces, ranging from wearables, handhelds, palmtops, gestural slates, webpads, as well as a wide

range of consumer, medical, automotive, and industrial electronics. Medical Design Excellence Award (MDEA2004) and a Bronze Industrial Design Excellence Award (IDEA 2004 - Business Week Magazine / Industrial Designers Society of America) for industrial design and human interface design of the Natus Algo3i™ Newborn Hearing Screener device. Other acclaimed products and software in my design portfolio include the user interface for the award-winning Nike Triax™ line of runners' watches.

PATENTS

Intellectual property strategies and patent pursuit have been a key aspect of my work and consulting since the mid 1990s. My patent pursuit work related to design and development has resulted in thirty utility patents.

US6,002,394 "Systems and Methods of Linking Television Viewers with Advertisers and Broadcasters"
US6,075,575 "Remote Control Device and Method for Using Television Schedule Information"
US6,133,909 "Method and Apparatus for Searching a Guide Using Program Characteristics"
US6,151,059 "Electronic Program Guide with Interactive Areas"
US6,263,501 "Systems and Methods of Linking Television Viewers with Advertisers and Broadcasters"
US6,323,911 "System and Method for Using Television Schedule Information"
US6,356,256 "Graphical User Interface For Display of Statistical Data"
US6,412,110 "Electronic Program Guide with Interactive Areas"
US6,732,369 "Systems and Methods for Contextually Linking Television Program Information"
US7,058,904 "Operating Method for Miniature Computing Devices"
US7,137,135 "Electronic Program Guide with Active Areas"
US7,233,316 "Multimedia User Interface"
US7,543,321 "Multiple Database, User-Choice-Compiled Program and Event Guide"
US7,782,298 "Multimedia user interface"
US7,710,396 "Multimedia user interface"
US7,692,628 "Multimedia user interface"
US8,132,206 "Multiple Database, User-Choice-Compiled Program and Event Guide"
US8,181,200 "Method and System for Displaying Advertising, Video, and Program Schedule Listing"
US8,453,174 "Method and System for Displaying Advertising, Video, and Program Schedule Listing"
US8,615,782 "System and Method of Linking Television Viewers with Advertisers and Broadcasters"
US8,715,048 "Electronic Game and Method"
US8,723,793 "Multimedia User Interface"
US8,850,477 "System and Method of Linking Television Viewers with Advertisers and Broadcasters"
US8,918,809 "Method and System for Displaying Advertising, Video, and Program Schedule Listing"
US9,113,207 "Systems and Methods for Contextually Linking Television Program Information"
US9,124,932 "Systems and Methods for Contextually Linking Television Program Information"
US9,357,160 "Multiple Database, User-Choice-Compiled Program and event Guide"
US9,402,102 "System and Method for Using Television Schedule Information"
US9,843,841 "High Density Interactive Media Guide"
US10,579,914 "System and Method for Encoding and Decoding Itemized Transaction Data"

CLIENTS AND POSITIONS

James Leftwich, d.b.a. Orbit Interaction (sole proprietorship) (1990 – Present)
Principal and Founder of the consultancy
https://www.orbitnet.com

Vector Space Biosciences and Vectorspace AI (2018 - Present)
Proprietary Artificial Intelligence and Machine Learning Technology applied to detect hidden relationships in data to fuel and accelerate new insights, interpretations, hypotheses and novel discoveries in space biosciences and finance.
Investor / Acting CPO - Chief Product Officer
Executive and strategic corporate roles, SAS Platform, corporate identity and branding, and design
Vector Space Biosciences Site: https://vectorspacebio.science/
Vectorspace AI Site: https://vectorspace.ai/

Corporate Identity, Branding, and Logos (1990 - 2018)
Samples of 52 Selected Logos and Brandmarks: https://www.orbitnet.com/Branding/Branding_Logos_1.html

Jampaq, Inc. (2009 - Present)
Mobile Electronic Game and Productivity Software Company
Founding Teammember / Acting CXO - Chief Experience Officer
Executive and strategic corporate roles, principal lead on product and experience design for games, web properties, social networking, mobile application software, corporate identity and branding, and design consulting
DodgeDot® Site: http://www.jampaq.com/dodgedot/
iTunes App Store Page for DodgeDot® Game App for Apple iPhone and iPad
https://itunes.apple.com/us/app/dodgedot/id329466722?mt=8
iTunes App Store Page for Faxer™ - A US800.com service
https://itunes.apple.com/us/app/faxer-a-us800.com-service/id590455817
One U.S. Patent Granted: US8,715,048 "Electronic Game and Method"

Blue Chip Vision (2017 - 2018)
Proprietary consulting to stealth mode startup
Intellectual Property development, technical writing and infographics, web and mobile platform user experience architecture in the blockchain technology sector

Ecomana LLC (2016 - 2017)
Proprietary consulting to stealth mode technology incubator
Intellectual Property development, branding, corporate identity, web and mobile platform user experience architecture in the accessibility, health, humanitarian, enterprise management and blockchain technology sectors

ItemEyes Inc. (2015)
Cofounder and Intellectual Property Lead
Information and accessibility technology for Point Of Sale systems
One U.S. Patent Granted: US10,579,914 "System and Method for Encoding and Decoding Itemized Transaction Data"

mPerpetuo Inc. (2015 - 2016)
Director UI/UX Design
Proprietary UX architecture and design of mobile user experience architecture for an imaging technology startup.

Cavu, LLC (2015)
Proprietary design consulting to technology incubator. Branding, corporate identity and mobile user experience architecture for a startup in accessibility and navigation technology.

LifeLock, Inc. (2015)
Principal UX Designer
Proprietary design for existing mobile user experience architecture
http://www.lifelock.com

LifeLock, Inc. (2014)
Consulting UX Designer
Proprietary design consulting for existing mobile user experience architecture
http://www.lifelock.com

Aura Networks, Inc. (2014)
Proprietary design consulting of branding and corporate identity and mobile user experience architecture

BluSea Foundation (2014)
Non-Profit Environmental Organization – Advisory Board Member, Branding and Graphic Identity System
sBluSea Foundation Branding and Graphic Identity: http://www.orbitnet.com/bsf/BSF_1.html

General Motors Advanced Technology (2013)
Proprietary design consulting of in-vehicle user experience
http://www.gm.com/all-news-stories/design.html

Camino Health (2012 - 2013)
Health Industry Biometrics Startup – Investing / Acting CXO (Chief Experience Officer)
Branding & Corporate Identity, Interaction Architecture, Mobile App Design, Strategic Design, Business Development
Camino Health UX Architecture, App Design, Intellectual Property, Branding and Graphic Identity Portfolio:
http://www.orbitnet.com/ch/

Academy of Motion Pictures Arts & Sciences (The OSCARS®) (2012)
Designing and developing visual symbology and explanatory diagrams for the Science & Technology Council's Academy Color Encoding System (ACES). – http://www.orbitnet.com/ampas/ACES_1.html
http://www.oscars.org/science-technology/council/projects/iif.html

Bosch Healthcare, Inc. (2011)
with Vertical Product Development - Palo Alto
Proprietary Design Consulting in the Telehealth field, device and software
http://www.bosch-telehealth.com/

Clever Sense, Inc. (2011) – Acquired by Google in December 2011
Algorithm-based Recommendation Engine - Applied to restaurant recommendations
Advisory Board Member, User Experience Architecture, Design and Graphic Production of Apple iPhone and iPad
mobile app, "Alfred"
Clever Sense Alfred App Screenshots and UX Architecture Wireframes: http://www.orbitnet.com/csa/index.html

Vertical Product Development (2005 - 2012)
Associate, Strategic Advisor and Co-Consultant
http://vpd.me

Apptarium, Inc. (2010)
Mobile App Social Network - Corporate Identity, Interaction Architecture, Site and Interface Design, Strategic Design
and Business Development

Mimvi, Inc. (2010)
(Acquired by Adaptive Medias, Inc.) Mobile App Search Engine – Acting CXO - Chief Experience Officer
Corporate Identity, Interaction Architecture, Site and Interface Design, Strategic Design and Business Development
http://www.adaptivem.com

Phoenix Biomedical, Inc. (2010)
Pre-Surgical Internal AssessmentTechnology - Advisory Board Member, Graphic Identity System
Phoenix Biomedical Branding and Graphic Identity: http://www.orbitnet.com/pb/PB_1.html

Zvents (2010)
(Acquired by StubHub)
with Vertical Product Development - Palo Alto
Proprietary design consulting on events discovery and ticketing service, website services, mobile app, mobile web
app, and Facebook app

Innovation Incubator, Inc. (2009)
Venture Technology Incubator - Advisory Board Member and Design of Graphic Identity System
Innovation Incubator Branding and Graphic Identity: http://www.orbitnet.com/I2/I2_1.html

LocalLite (2009)
with Vertical Product Development - Palo Alto
Design of User Experience Architecture and interface for mobile phone software and associated website. A directory
of businesses and locations with reviews, audio notes, and photos (mobile software, website, and overall activity and
interaction model)

Mig33, Inc. (2009)
with Vertical Product Development - Palo Alto
Proprietary design consulting on mobile software integrating VoIP calls, chat & instant messaging, e-mail, text
messaging, photo sharing, and social networking features (mobile software interaction model)

SeeqPod, Inc. (2007 - 2009)
Algorithm-driven Music Search Engine - CXO - Chief Experience Officer
Executive and strategic corporate roles, principal lead on product and experience design for web properties, social
networking widgets, mobile application software, corporate identity and branding
Wikipedia entry on SeeqPod: http://en.wikipedia.org/wiki/SeeqPod
SeeqPod Mobile displayed on flat panel TV: http://www.orbitnet.com/seeqpod/SeeqPod_Mobile_HDTV.html

Nokia (2007-2008)
with Vertical Product Development - Palo Alto
Proprietary Consulting on mobile phone project (software, physical device interaction) and executive consulting in
Tampere, Finland
http://www.nokia.com

Trolltech (2006-2007)
with Vertical Product Development - Palo Alto
Proprietary Consulting on the Linux-based "Green Phone" project (software, physical device interaction)
Engadget article on the Trolltech Linux-based "Green Phone":
http://www.engadget.com/2006/08/15/trolltechs-linux-based-greenphone-for-developers/

Ooma (2007)
with Vertical Product Development - Palo Alto
Proprietary design consulting on telephonic device
http://www.ooma.com

Seven Networks (2007)
with Vertical Product Development - Palo Alto
Software Provisioning Site Analysis and Redesign, Interaction Architecture
http://www.seven.com

SeeqPod (2006-2007)
Corporate Identity, Interaction Architecture, Site and Interface Design, Strategic Design and Business Development
Wikipedia entry on SeeqPod: http://en.wikipedia.org/wiki/SeeqPod

SavaJe Technologies (2006)
Principal UX Architect on a proprietary mobile phone OS/Application Suite project
http://en.wikipedia.org/wiki/SavaJe

Aaron Marcus and Associates (2005)
Proprietary design consulting on Client Project (Leapfrog Enterprises, Inc.) (software, physical device interaction)
http://www.bamanda.com

PalmSource, Inc. (2005)
(Acquired by Access)
Proprietary design consulting on Design and Patent Support
https://www.access-company.com/en/

AorTx (2005)
(Acquired by Hansen Medical) Surgical Technology – Graphic Identity System
Branding and Graphic Identity System: http://www.orbitnet.com/aortx/index.html

Thomson Corporation (2005)
Design Consulting on DTI 0601 – Mobile Set-Top Box (software, physical device interaction)
Engadget Article on the DTI 0601:
http://www.engadget.com/2005/09/09/thomson-dti0601-worlds-first-dvb-t-mobile-set-top-box-with/

Thomson - Gyration (2001 - 2005)
Consulting on design of Media Center Remote Control and Onscreen Electronic Programming Guide
http://www.gyration.com
Six U.S. Patents Granted:
US7,233,316 "Multimedia User Interface"
US7,782,298 "Multimedia user interface"
US7,710,396 "Multimedia user interface"
US7,692,628 "Multimedia user interface"
US8,723,793 "Multimedia User Interface"
US9,843,841 "High Density Interactive Media Guide"

PalmSource, Inc. (2004)
Director, Design and User Experience
(Acquired by Access)
Led User Experience Architecture on proprietary development effort.
- Managed team of four Design Department team members.
- Coordinated efforts with Business, Engineering, Product Marketing, and other key department teams
- Managed ongoing project work and team efforts
http://gl.access-company.com/

Pemstar Pacific Consultants, Inc. (2001 - 2004)
Director, Design and Human Interface
Led User Experience Architecture on a wide range of development consulting projects
- Lead UX architect (hardware + software) on U.S. Army Land Warrior wearable wireless system
- Lead UX architect (hardware + software) on Natus ALGO™3i Newborn Hearing Screener
- Managed design schedules and departmental resources
- Located and coordinated with external design consultants (industrial design)
- Coordinated efforts with Business, Mechanical, Electrical, RF, Medical, and other key department teams
- Won two major design awards Medical Design Excellence Award 2004 and Industrial Design Excellence Award - Bronze - 2004 for Natus ALGO™3i Newborn Hearing Screener
http://www.pemstar.com
Natus Algo3i Project Portfolio - Page 1: http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image72.html
Natus Algo3i Project Portfolio - Page 2: http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image73.html
Natus Algo3i Project Portfolio - Page 3: http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image74.html
Natus Algo3i Project Portfolio - Page 4: http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image75.html
Natus Algo3i Project Portfolio - Page 5: http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image76.html

Akceil, Inc. (2000 - 2004)
Co-founder (w/ Soudy Khan) / Investor / Interaction Architect - TUI System
Patented and revolutionary small-scale interface system for devices and wearables
Akceil TUI (Tiny User Interface) and UNA Watch Specification Document (32 page .PDF):
http://www.orbitnet.com/Akceil/Orbit_OLIM_UNA_Spec_Document_Archive.pdf
One U.S. Patent Granted:
US7,058,904 "Operating Method for Miniature Computing Devices"

Ericsson / Red Jade (2000 - 2001)
PlayPad™Wireless-capable Handheld Game Platform w/ PDA Apps.
Software Functional/Graphical Design and Interactional Architecture
Wikipedia entry on Red Jade: http://en.wikipedia.org/wiki/Red_Jade
CNN Money article on Red Jade: http://money.cnn.com/2002/10/18/commentary/game_over/column_gaming/

Pinnacle Systems Corporation (2001)
Pinnacle Express DVDisk™
Software Functional/Graphical Design
http://www.pinnaclesys.com

Avica Technology Corporation (2000 - 2001)
Avica MotionStore™, Avica FilmStore™ Director, and Avica FilmStore™ Player
Software Functional/Graphical Design and Interactional Architecture
Avica MotionStore: http://www.avicatech.com/MotionStore.html
Avica FilmStore Director: http://www.avicatech.com/FilmStore-Director.html
Avica FilmStore Player: http://www.avicatech.com/FilmStore-Player.html

Polaroid (1999 - 2000)
Wireless Camera and Interface and Intellectual Property Strategy
Strategic Physical/Visual/Informational Product/Patent Development
http://www.polaroid.com
Polaroid Digital Camera Project - Page 1: http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image66.html
Polaroid Digital Camera Project - Page 2: http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image67.html
One U.S. Patent Application:
WO 2001056267 A1 Electronic Camera System with Modular Printer and Base:
http://www.google.com/patents/WO2001056267A1

Kiyoe Blue (1999)
Jazz Singer and Ensemble Branding and Graphic Identity System
Kiyoe Blue Graphic Identity Collateral and Poster: http://www.orbitnet.com/KB/index.html

VTEL Corporation (1999)
Executive-level Strategy/Interactional Architecture Consulting in videoconferencing product
http://www.vtel.com

Kensington Technology Group (1998 - 1999)
(Acquired by ACCO Brands)
Kensington VideoCAMworks™ Software
Functional/Graphical Design and Interactional Architecture
http://www.orbitnet.com/VideoCAMworks

Hewlett-Packard Company (1998)
Chai™ Java VM & Embedded Software Technology Logo
The Chai™ Logomark / Identity
c|net article on the Chai Appliance Platform
HP Chai Brand and Graphic Identity Portfolio: http://www.orbitnet.com/Hewlett_Packard_Chai/index.html

Vina Technologies (1998)
T1 Integrator™ Voice + Data Integration Solutions
Java™-based Remote Management Analysis Software
1 Patent Granted:
US6,356,256 "Graphical user interface for display of statistical data"

Coherent Medical Group (1998)
(Acquired by Lumenis)
UltraPulse Encore - Surgical Laser
Human Factors Analysis, Interactional Architecture and Design
http://www.lumenis.com/Solutions/Aesthetic/Products/UltraPulse
Coherent UltraPulse Encore Project Portfolio - Page 1
Coherent UltraPulse Encore Project Portfolio - Page 2
Coherent UltraPulse Encore Project Portfolio - Page 3

Harvest Technologies (1997)
Securities Portfolio Management and Analysis software
Complete Interactional Architecture, User Experience, and Interface Design

Macromedia (1997)
(Acquired by Adobe)
Dreamweaver™ web-building software
All icons and visual language
http://www.adobe.com/products/dreamweaver.html
Icon set - Macromedia Dreamweaver™ web-building software: http://www.orbitnet.com/icon/dwicons.gif

Nike (1996)
(with Astro Product Design)
Triax™ Runners Watch series (IDEA/Business Week Product of the Decade)
Consultant - user interaction/physical and graphical layout
Nike Triax™ Watch UX Architecture and Design Portfolio:
http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image50.html

StarSight Telecast (1994 - 1997)
(Acquired by Gemstar)
Interactive Television Guide System and Information Architecture
Strategic Physical/Visual/Informational Product Development
StarSight Telecast UX Architecture and Design Portfolio: http://www.orbitnet.com/StarSight
http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image46.html
20 U.S. Patents Granted
US6,002,394 "Systems and Methods of Linking Television Viewers with Advertisers and Broadcasters"
US6,075,575 "Remote Control Device and Method for User Television Schedule Information"
US6,133,909 "Method and Apparatus for Searching a Guide Using Program Characteristics"
US6,151,059 "Electronic Program Guide with Interactive Areas"
US6,263,501 "Systems and Methods of Linking Television Viewers with Advertisers and Broadcasters"
US6,323,911 "Systems and Methods for Using Television Schedule Information"
US6,412,110 "Electronic Program Guide with Interactive Areas"
US6,732,369 "Systems and Methods for Contexturally Linking Television Program Information"
US7,137,135 "Electronic Program Guide with Interactive Areas"
US7,543,321 "Multiple Database, User-Choice-Compiled Program and Event Guide"
US8,132,206 "Multiple Database, User-Choice-Compiled Program and Event Guide"
US8,181,200 "Method and System for Displaying Advertising, Video and Program Schedule Listing"
US8,453,174 "Method and System for Displaying Advertising, Video and Program Schedule Listing"
US8,615,782 "Systems and Methods of Linking Television Viewers with Advertisers and Broadcasters"
US8,850,477 "Systems and Methods of Linking Television Viewers with Advertisers and Broadcasters"
US8,918,809 "Method and System for Displaying Advertising, Video and Program Schedule Listing"
US9,113,207 "Systems and Methods for Contexturally Linking Television Program Information"
US9,124,932 "Systems and Methods for Contexturally Linking Television Program Information"
US9,357,160 "Multiple Database, User-Choice-Compiled Program and Event Guide"
US9,402,102 "System and Method for Using Television Schedule Information"

Apple Computer (1994)
Disney World's Epcot Center/Innoventions - Magic House
Interfaces for Home Office and Kitchen Computers – First conception of the application "Dock"
Apple – Disney Epcot Center Design Portfolio: http://www.orbitnet.com/Apple
WIRED article acknowledging visionary work on the Apple Dock:
http://archive.wired.com/gadgets/mac/news/2002/11/56318

Acuson (1990 - 1996)
(Acquired by Siemens)
Sequoia™ and Aspen™ Ultrasound Equipment
Physical control interaction and visual interface and font design
http://www.orbitnet.com/Acuson

Unify Corporation (1993)
Vision™ Interface-builder/Database Application
All icons and visual language
http://www.unify.com
http://www.orbitnet.com/icon/vision1.gif

AXCIS Pocket Information Network (1992 - 1993)
HP-95 palmtop information retrieval/analysis product, TrackMaster™
Interactional Architecture and User Interface Design
http://www.trackmaster.com

Axcis Trackmaster™ Project Portfolio – Page 1: http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image38.html

Axcis Trackmaster™ Project Portfolio – Page 2: http://www.orbitnet.com/iasummit2005/iasummit2005-Pages/Image39.html

Sun Microsystems/SunPro (1988 - 1992)
(Acquired by Oracle)
Open Look™ graphical user interface for UNIX
(in conjunction with Cox & Hall of Colleyville, Texas)
SPARCworks™ programming environment tools/interface
architecture (1995 UNIX Review's Product of the Year)
Oracle and Sun Microsystems
Sun Microsystems Open Look™ GUI Style Guide (1988-1989 w/ Norm Cox - Cox & Hall)
Icon set - Sun Microsystems SPARCworks™ Developer Suite - 1 (1991)
Icon set - Sun Microsystems SPARCworks™ Developer Suite - 2 (1991)

Syntex Laboratories (1991)
(Acquired by Roche)
Virtual Office-metaphor Penpad-based interface for pharmaceutical
sales force
Syntex Laboratories Virtual Office Portfolio: http://www.orbitnet.com/Syntex

Xerox Palo Alto Research Center (1990)
Design of information retrieval systems
http://www.parc.com/

Texas Instruments (1989)
Visual language and icons for computer-aided
semiconductor design process
http://www.ti.com/

REVIEWS, MAGAZINE ARTICLES, BOOKS, AND DESIGN AWARDS

IDSA / Business Week - 2004 Industrial Design Excellence Awards (IDEA)
(2004)
Bronze - Natus Algo®3i Newborn Hearing Screener
http://www.idsa.org/content/content1/algo®-3i-newborn-hearing-screener

2004 Medical Design Excellence Awards (MDEA)
(2004)
Natus Algo®3i Newborn Hearing Screener
http://www.devicelink.com/expo/awards/awards/index.php?catId=-1&year=2004

IDSA / Business Week - Designs of the Decade
(1999)
In 1999, receiving the highest design honor given to medical and scientific products, the Acuson Sequoia® 512 Ultrasound System/C256 Echocardiography system won a silver award in the Designs of the Decade competition. Sponsored by the Industrial Designers Society of America (IDSA) and Business Week, the Designs of the Decade: Best in Business 1990-1999 Awards recognize the most compelling design/business success stories of the 1990s and honor products and strategies that have made a significant business impact.

Juror Quote: "The well-designed product interface was a major contributor to the success and usability of this product [the Sequoia]," said Dr. Lorraine Justice, IDSA, Georgia Institute of Technology. "It has helped to set the design standard for medical products for the latter half of the decade."

APPLELINKS.COM Mac Buyer's Guide
Online Review - March 3, 2000
"The (Kensington VideoCAMworks) Mac VGA's bundled software is most of what the KritterUSB's is not."
"…users will appreciate its simplified interface."

WASHINGTON POST MAGAZINE
(Magazine - USA - December 5, 1999)
Kensington VideoCAM / VideoCAMworks chosen among top ten gifts to give for Christmas.
http://www.orbitnet.com/VideoCAMworks/Kensington_WashPost_Review.jpg

ENVISIONING CYBERSPACE: Designing 3D Electronic Spaces
(Book - Peter Anders / McGraw-Hill)
Contains numerous references to Orbit Interaction design and research projects, as well as Orbit project images printed on the book's cover.

MACWEEK
(Magazine - USA - October 6, 1997)
Cover screenshot of Macromedia's Web-authoring application Dreamweaver™

SCIENTIFIC AMERICAN
(Magazine - USA - JUNE 1996)
Screenshot of Acuson's Sequoia™ ultrasound machine interface.

VIRTUAL
(Magazine - Italy - April 1996)
Cover article on Jim Leftwich / Project InfoSpace:
"LE MANI SULL'INFORMAZIONE"

PROGRESSIVE ARCHITECTURE
(Magazine - USA - October 1994)
InfoSpace featured in article:
"THE ARCHITECTURE OF CYBERSPACE"

ICONS FOR THE MASSES
(Book - David A. Lai -Peachpit Press/Berkeley - 1994)
Icons and examples of design process

PRODUCT DESIGN 5
(Book - Joe Dolce -Library of Applied Design/New York - 1992)
Modus Operandi - Centralized Physical Interaction Device

MEDICAL DESIGN AND MATERIALS
Magazine - USA -April 1991)
Co-author of article:
"APPLYING THE INTERACTION DESIGN APPROACH TO MEDICAL DEVICES"

ADVISORY BOARDS, RESEARCH PROJECTS AND PARTICIPATION IN CONFERENCES AND SYMPOSIUMS

Board of Advisors - BluSea Foundation
(2014)
Non-Profit Environmental Organization – Advisory Board Member, Branding and Logo Design
BluSea Foundation is a non-profit company that identifies, promotes, and executes projects around the world to reclaim the natural balance of Earth's endangered ecosystems. We specialize in fostering the creation of self-sustaining economically viable solutions that can set off a catalytic change to improve quality of life. To do this, we focus on implementing dynamic media strategies in conjunction with proven emergent technologies to raise awareness, gather support, and change behavior. Our core area of focus is ocean pollution prevention and remediation.
http://www.bluseafoundation.org

Board of Advisors - Interactive Media Design Program at UCSC Silicon Valley Extension
This certificate program organizes courses in several tracks of study, including visual design, design implementation, user experience design and site management.
http://www.ucsc-extension.edu/page/web-design

SVForum Conference: Game Changing Technology
Microsoft Conference Center - May 2013
Panel Member: The Future of Human Interface
https://svforum.org/Game-Changing-Conference/Conference-Game-Changing-Technology

Board of Technical Advisors – Clever Sense, Inc.
April 2011 – December 2011
Clever Sense was a startup incorporating an algorithm-based recommendation technology applied to an Apple iPhone and iPad app, "Alfred," for finding restaurants that people would love. Clever Sense, Inc. was acquired by Google in December 2011.
http://www.thecleversense.com/

Board of Directors - IxDA – Interaction Design Association
February 2008 – March 2009
IxDA is a global network dedicated to the professional practice of Interaction Design. With the help of more than 50,000 members since 2003, the IxDA network provides an online forum for the discussion of interaction design issues and other opportunities and platforms for people who are passionate about interaction design to gather and advance the discipline.
http://www.ixda.org

Information Architecture Summit 2005 Redux - SF
San Francisco, California USA - May 2005
Presenter: The Information Architecture of Things: Twenty Years of Lessons Learned
Panel Member: Talking The Talk: Helping IAs to Speak The Language of Business
http://www.orbitnet.com/iasummit2005/

Board of Advisors - Midwives Alliance of North America (MANA)
Advising on the MANA Statistics Project, migrating a fifteen-year-long intensive data collection project to a web-based entry and access model. Since the early 1990s, MANA has sponsored a program for member midwives to collect an extensive 400-question record on client out-of-hospital births, associated perinatal care, and outcomes. The goal is support midwifery practice, improve care of women and babies, and increase choices available to childbearing families. There are now over 26,000 records in this groundbreaking database on natural birthing.
http://www.mana.org

Lecturer – University of California Santa Cruz - Extension in Silicon Valley
Series: User Experience Managers and Executives Speak
Cupertino, California - March 2008
http://www.well.com/user/riander/mguxspk.html

Information Architecture Summit 2005 (IASummit2005)
Crossing Boundaries
Montréal, Québec, Canada - March 2005
Presenter: The Information Architecture of Things: Twenty Years of Lessons Learned
Panel Member: Talking The Talk: Helping IAs to Speak The Language of Business
http://www.orbitnet.com/iasummit2005/

The Future of Digital Product Design
Co-Sponsored by: IxDG, the AIGA Center for Brand Experience, AIGA-ED, and BayDUX
Yahoo! Sunnyvale, CA - December 2004
Panel Member - The Future of Digital Product Design

Board of Advisors - Information Architecture Institute (IAI)
2005
The Information Architecture Institute is a non-profit volunteer organization dedicated to advancing and promoting information architecture. Founded in 2002, the Institute has over 600 members in 40 countries.
http://iainstitute.org

PlanetPDA
Global Summit on Handheld Computing Solutions - San Francisco, CA - September 2002
Presenter and Panel Member: Design of Wearable PDAs
http://www.tmcnet.com/planetpda

ISEA2000 (The Eleventh International Symposium of Electronic Arts)
Forum des Images - Paris, France - December 2000
Virtual Presenter and Panel Member by Teleconferencing: "An Interrogation of Space"
Chaired by Peter Anders with Patrick Lichty, Gregory Little, Mike Mosher, Scott Paterson, Jim Leftwich, Pamela Jennings, Timothy McFadden, Dan Livingstone
http://archives.isea-web.org/?page_id=11649
http://www.orbitnet.com/ISEA2000/

ISEA97 (The Eight International Symposium of Electronic Arts)
The Art Institute of Chicago - September 1997
Presenter and Panel Member: The Architecture of Cyberspace
http://archives.isea-web.org/?page_id=9711
http://www.well.com/www/jleft/orbit/vizrev/slides/

3CyberConf
(The Third International Conference on Cyberspace)
University of Texas - Austin in May 1993
Paper presented:
"InfoSpace: A Conceptual Method of Interacting with
Information in a Three-Dimensional Virtual Environment"
http://www.well.com/www/jleft/orbit/infospace/

EDUCATION

Bachelor of Fine Arts, School of Design, Kansas City Art Institute, Kansas City, MO - 1983