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Education

2016-2019 Ph.D. Media and Design, Shanghai Jiao Tong University. Work areas include information design and interface design. Teaching Western typography and calligraphy. Research and writing interest focuses on ethics in technology, planning, and design change from user and environmental standpoints.

2009-2011 M.A. Liberal Arts, University of Chicago. Top of class with GPA 3.97/4.00. Thesis: "Equity Distortions in Public Transit Technology" (100-year retrospective of technology policy in the transit industry). Thesis advisor: William Wimsatt.

Consulting work

2015-present Principal, The Third Coast Power & Light Co. (3CPL). Innovations in design of mobile-first language input methods for Chinese input and other applications. Duties include patent prosecution, planning and design, and prototype development.

2013-2014 General consultant, Isis3D. Originally hired to lead marketing for this new Chicago-based 3D printer manufacturer, I soon changed hats, assuming primary responsibility for engineering and operations aspects. When I arrived, the company had already pre-sold 30 printers but the proposed printer was incomplete and untested. In three months, I ended up re-engineering the entire printhead and revising mechanical, electrical, and linear systems on the printer, calling for skill in construction of prototypes and test beds; employing design skills at the drawing table and in SolidWorks to articulate a new look; revising Java-based Arduino firmware source code; and managing sourcing of custom-made parts in the U.S. and China. Finishing that, I built an efficient assembly line, including seven assembly stations with various QC checkpoints. I also negotiated the company's major supplier deals, connected with numerous prospects, and represented the company publicly at events.

2011-2013 Lead U.S. investigator, Habitèle Study (U.S. Partner). Working with Profs. Terry Nichols Clark of the University of Chicago and Dominique Boullier of the Institut d'Etudes Politiques de Paris (Sciences Po), I was the lead researcher responsible for management of all activities related to U.S. participation in this 10-country sociological study of mobile phone usage and the new digital identity. Duties included coordination with the French partner; IRB approval and compliance; management of research assistants; maintaining interview standards; adaptation of the protocol to local needs; and writing localized case studies.

2011 Business developer, United Online/Classmates.com. I worked directly with the head of United Online's social-media companies overseeing subsidiary Classmates.com, in an entirely new concept of my own design. We researched the concept's feasibility and convened focus groups on this major proposed change to Classmates' feature landscape, which addresses several of Classmates' current membership and revenue problems.

2010 Western manager, Happylatte, Beijing, China. I provided a broad array of internal planning, design, and marketing assistance for China's leading developer of popular iPhone games. My strength was in understanding the principals' vision and elaborating it into language and action, in an environment where it is still often difficult to translate exacting Western standards to China's still developing supply of material and human resources.

2009 Technology legal consultant, Treuhaft & Zakarin, LLP. In the class-action suit *Sean McGinn v. Match.com,* plaintiffs alleged the popular social-media website misleads users with fake advances from long-defunct members. My duties included expert analysis of technological claims of both parties, evaluating supporting evidence for plaintiffs, and preparation as an expert witness at trial. See "Match.com Accused in Lawsuit of Misleading Consumers." *Bloomberg News,* June 9, 2009. "Dot-com Has 'Date' in Court," *New York Post,* June 10, 2009.

2010-2011 Westernization expert, Ambow Education Corp., Beijing, China. Working directly with the founders of China's largest provider of K-12 and college test-prep and college application services, I devised a plan to modify how the company provides Western college application services to students in Mainland China. We also entertained a plan to improve the U.S. image of all college application services in China, by spearheading of a consortium of Western universities and Chinese service providers who would subscribe to rules of conduct and be rated and certified based on their adherence to these rules.

2008-2010 Consultant, *Chicago Tribune.* I worked with the Tribune's "New Newsroom" journalists in devising a geographical localization of ChicagoNow's blog mix; procurement of local news with current and new collaborative products, such as Google Wave; and reverse-publishing of local news to innovative on-demand print products of my own design.

2007 Content developer, The Point (Groupon). As the sixth employee, I helped lay the crucial groundwork for what would become Groupon. Answering directly to Andrew Mason and our two investors Brad Keywell and Eric Lefkofsky, I proposed and was approved to lead a special project, hand-picking and leading a team of 20 professional content creators to source and implement content for the startup. I singlehandedly oversaw all team hiring, planning, writing, editing, and publishing. Also, as the site's first user I also worked closely with the designers on interface matters.

2008 Startup development consultant, NeighborPal. Analyzed design and planning for new social networking site geared toward increasing neighbor interaction. Drafted early marketing planning and worked with founder to define scope of strategic design planning for upcoming improvements to the project.

1997-2006 Lead engineer, VolumeOne. I was invited to design the hardware and software for the first small-scale unit-run book-on-demand publishing platform. In 2003, we were featured in *Wired* and elsewhere for having printed the first book over the Internet. Involved in most high-level U.S. on-demand and e-book startup discussions during this period, I also designed and produced approximately 20,000 print and e-books, including Adobe's most popular e-book, *Alice's Adventures in Wonderland*.

1996-1997 Technical manager, Apple, Beijing, China. As Apple China's first Caucasian employee, I helped manage Apple's original presence in mainland China. Our Beijing facility, the Apple Publishing and Technology Center, focused on teaching desktop publishing technique and promoting Macintosh's cutting-edge print-publishing software and hardware capabilities. I also coordinated English-language training content for our major magazines published in Hong Kong and China, and I gave lectures to our clients on Western design, publishing, and manufacturing, in both English and Chinese. I also directed extensive professional-grade graphic design work.

1991-1996 Technologist, InfoComm Electronic Prepress and Wagner Printing, Chicago and Freeport, Illinois. Technologist for Chicago's largest digital publishing facility and the oldest family-owned printing company in the country. Developed short- and long-term technology plans and network requirements, managed purchase and installation of major equipment, and made final decisions in technology investment.

1989-1991 Production department director, Propaganda. As founding art director, I built and ran the art production department for one of America's fastest-growing screen-printing shops, featured prominently in *Screen* magazine and other trade publications. During my tenure, we promoted and were at the forefront of the trend toward treating the T-shirt as a kind of canvas for wearable art. We produced many popular designs which stretched across as much of the shirt's surface as possible. Notable clients included Hilton Hotels, Jeff Koons, Tom Doody Associates, Steve Dahl Associates / WLUP / Lake Effect, Paul Vaccarello Design, and World Music Theater.

1987-1991 Typographer. I worked for many of Chicago's type shops as their in-house master typographer, with duties ranging from interpreting design concerns, to performing typographic markup and reviewing proofs. Given the advance of desktop publishing, master typographers were a dying breed and at 25 I was probably the last in the line in Chicago.

1985 Chicago Evening Post Corp. I was involved in a technical capacity in the well-funded, high-profile proposed revival of this flagship Chicago paper. Under Sir Harold Evans, I helped develop the technology plan for the new evening daily that, among other things, would report Asian market closings earlier than the city's morning editions, as well as raising the intellectual content in the newspaper market where it was felt the Tribune had gone slack. One of my jobs was to outline an ambitious bleeding-edge design for satellite transmission of pages from the paper's downtown editorial offices to several printing plants.

1982-1986 Journalist. At age 20 in Urbana-Champaign, after editing, writing an opinion column, and illustrating for the award-winning *Daily Illini*, I was given the opportunity to build the art department for a new Thrifty Nickel Want Ads franchisee. Our overnight profitability gave us a kind of mythic reputation among the other 70 papers nationwide, who were under constant criticism from the management company regarding performance. We immediately opened two more papers in Illinois. Although we were the youngest paper in the chain, the owner, sales manager, and I were in high demand on the phone and traveling to provide business, production, sales, and technology support to other franchisees.

1976-1989 Programmer and software designer. Starting around age 13, I began working for the DOD/DARPA-based PLATO computer-based learning project with the Computer-based Education Research Laboratory headquartered in Urbana, Illinois. Working under Drs. Donald Bitzer, Martin Siegel, Robert Davis, Connie Curtin, Bill Goodman, Lou DiBello, and Marilyn Flynn, I was one of PLATO's youngest and most prolific courseware authors during this period. My interface design work included visiting and observing incarcerated learners in the state's nine-facility penitentiary system, the earliest formal screen UX/IA work in the technology field. In the mid-1980's, I worked as a consulting author-programmer for various related online

education consultancies in Northern Virginia, supporting primarily the nuclear power industry.

Selected additional qualifications

Editorial board, American Institute of Graphic Arts *inForm Journal* (1997-1999)

Co-founder, American Institute of Graphic Arts Voting Experience Redesign Initiative (now Design for Democracy) (1998-2000)

Designer and typographer of Adobe's most-downloaded feature e-book, *Alice's Adventures in Wonderland*

Languages: Native English; advanced conversational and reading skills in Spanish, French, Mandarin Chinese, Russian.