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Skills Summary

Creative Direction in Mixed Reality. Designing innovative experiences and providing charismatic thought leadership for multidisciplinary teams of Designers and Engineers.

Unparalleled production experience. 10+ years in the design and delivery of commercial HMD-based Augmented Reality.

Design:

- Extensive experience, unique within the industry, of delivering of Customer-centered UX, Interaction and Visual Design in Augmented Reality
- Specialize in taking complex projects from incubation to production, driving Engineering decisions through Design leadership.
- Have delivered many hundreds of design prototypes in the AR space, staunch advocate and practitioner of Design through making.

Engineering/Technology:

- Deep practical understanding of machine learning, machine vision, speech, autonomous agents, robotics, sensor and graphics technology
- Extensive experience of development for mobile HMDs, particularly interaction, graphics, display and optics
- Have built many design/engineering pipelines – leadership through designing the means of production

Managerial:

- Managed and directed multiple teams of Designers (UX, Interaction, Visual and prototyping)
- Take pride in building the relationships and practices to drive all stages of Engineering through the principles of customer-centered Design.
- Extensive experience of running multiple vendors, I have personally developed, and bring with me, a large network of world-class partners.

- Enjoy leveraging my background and experience to provide my team with a sociable, enjoyable and intellectually challenging work environment.

Professional accomplishments

2011 – 2021   Microsoft Mixed Reality

2020 – 2021   Creative Director / Mixed Reality Incubation:

- Drove next-gen HCI, extensive work in eye tracking, gesture, speech and other modalities.
- Worked with extensively with machine learning and machine vision in the solution of numerous AR UX problems.
- Run a very popular bi-weekly meet-up that promotes diversity, good practice and broad intellectual discourse in Design prototyping and ideation.
- Designed and built 3 AR games, pushing boundaries of UX, interaction and mobile FX.

2017 – 2020   Creative Director / Hololens 2:

- Creative Direction for Shell UX.
- Design leadership in multiple areas of production and incubation UX, including world understanding, autonomous agents, avatars and speech.
- Delivery of over 450 UX prototypes.
- Designed and Produced the construction of a Design delivery pipeline, built with game tools, that is embedded in the Engineering system.
- Worked tightly with the graphics engineering team innovating performant mobile AR.

2016 - 2017   Creative Director / Windows VR:

- Creative and technical direction for the home environments.
- Design and Engineering of Shell UX.

2011 - 2016   Creative Director and Executive Producer / Hololens 1:

- Incubated Hololens from the beginning. Built the earliest functional prototypes & POCs.
- Creative Direction for Shell UX and Visual Design.

- Specific responsibility for delivering the visual language – took it from inception to final implementation.
- Designed and built numerous industry-first UX and entertainment prototypes.
- Built and ran the design delivery pipeline, worked with engineering to implement design decisions.
- Directed and built many Holocapture-based entertainment experiences.

1997 – 2011   Visual FX

1997 - 2011   VFX Supervisor / Commercial Director / Technical Director / Artist:

- Commercial Director, Notorious Pictures
- 15+ major feature films (Minority Report, X-Men 1&2, Fight Club, The Aviator, Benjamin Button, etc.)
- 60+ Commercials (Lexus, BMW, Infiniti etc.)
- 40+ Music Videos (Outkast, Jay-Z, NIN, etc.)
- Built many AAA production pipelines specializing in:
  o   Motion control integration
  o   Lighting and shader systems
  o   On-set robotics
- Worked with many VFX companies (Digital Domain, Asylum, Method, MPC, Planet Blue, A52, Luma, Hydraulx, Pixel Liberation Front, Brewster-Parsons etc.)
- Worked directly with many Design agencies (Chiat-Day, W+K, Team One, Flower Ave etc.)
- Artwork in the Permanent Collection of the Met, NYC

1990 – 1997   Computational Vision and Neurology

- Founder of the field of Neuroaesthetics, published seminal work on Art and the Brain
- Ph.D. in computational models of Frog and Salamander vision.
- Built robotic rover at NASA/JPL, mechanical design and computational vision design.
- Leader in robotics labs at UCLA and USC.

Education

- Ph.D., Computational Neurobiology, 'Depth perception in Frog and Salamander', USC 1997
- Researcher, Dept. Anatomy, University College London, 1990
- BA, MB ChB., Natural Sciences, Gonville and Caius College, Cambridge, 1989