



Jonathan Howe

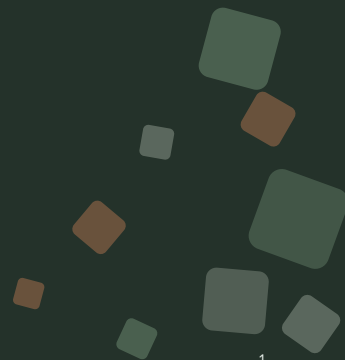
Portfolio Presentation

Product Design Leader

jonathanhowe@outlook.com

[linkedin.com/in/jonathanhoweux](https://www.linkedin.com/in/jonathanhoweux)

Deep-dive [case studies available companion deck](#)



Multiple Industries...

- Automotive
- Medical and Insurance
- Communication / Productivity Software

Broad Responsibilities...

- UX / UI Design
- User Research
- Product Management
- SEO

Singular Focus

- Grow business by delighting customers



Beginly Health

Head of Product



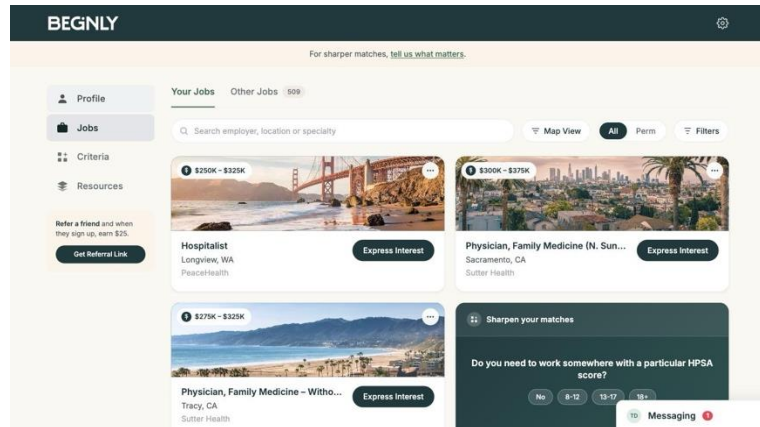
Beginly Health

What we made:

- Job matching platform for physicians and employers to solve medical recruitment problems
- Functional prototypes built directly in Claude Code
- Mobile-first job browsing app
- Design system that spanned clinician and employer experiences across web and mobile

My Role

Design direction
Product strategy
Hands-on design & prototyping

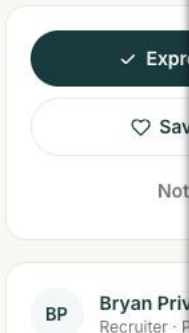




Bilingual Primary Care Internal Medicine Physician

Privia Health · Charlottesville, VA

Charlottesville, VA · 1885 Seminole Trail, Charlottesville, VA, US, 22901



Every screen started as a Claude Code prototype. We reviewed, refined, and shipped using the same toolset.

What I Learned

- Functional prototypes get better team feedback than static comps. We no longer have to be frugal with prototyping resources, animations or dynamic layouts.
- Claude Code makes rich prototypes fast, letting one person take an idea from sketch to a working, real-data prototype.
- Design direction matters more than ever. Claude creates can create weak UI that looks polished at first glance.

Cambia Health Solutions

Director of User Experience



Journi

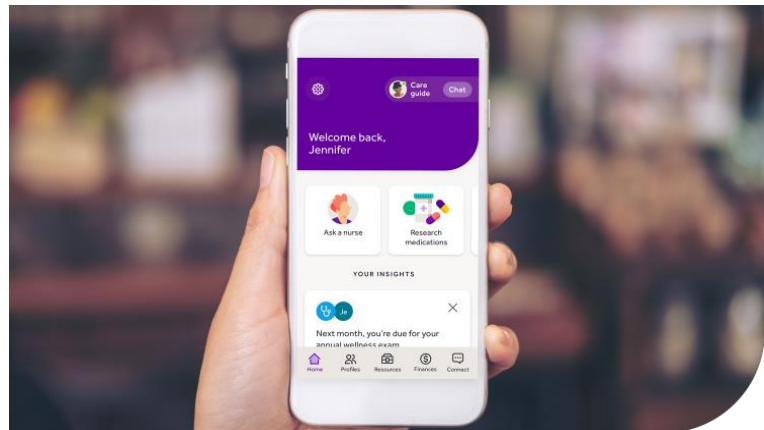
What we made:

- Employer dashboard
- Mobile app to help customers navigate their family's health:
 - Consolidated health records
 - Allowed real-time chat with nurses & health concierge services
 - Provided AI-based recommendations for saving money on medications
 - Analyzing bills for errant charges and providing advice

My Role

Design direction
Resourcing and project planning
Product management

Full case study in the companion deck





1. Verify
2. Verify
3. Verify

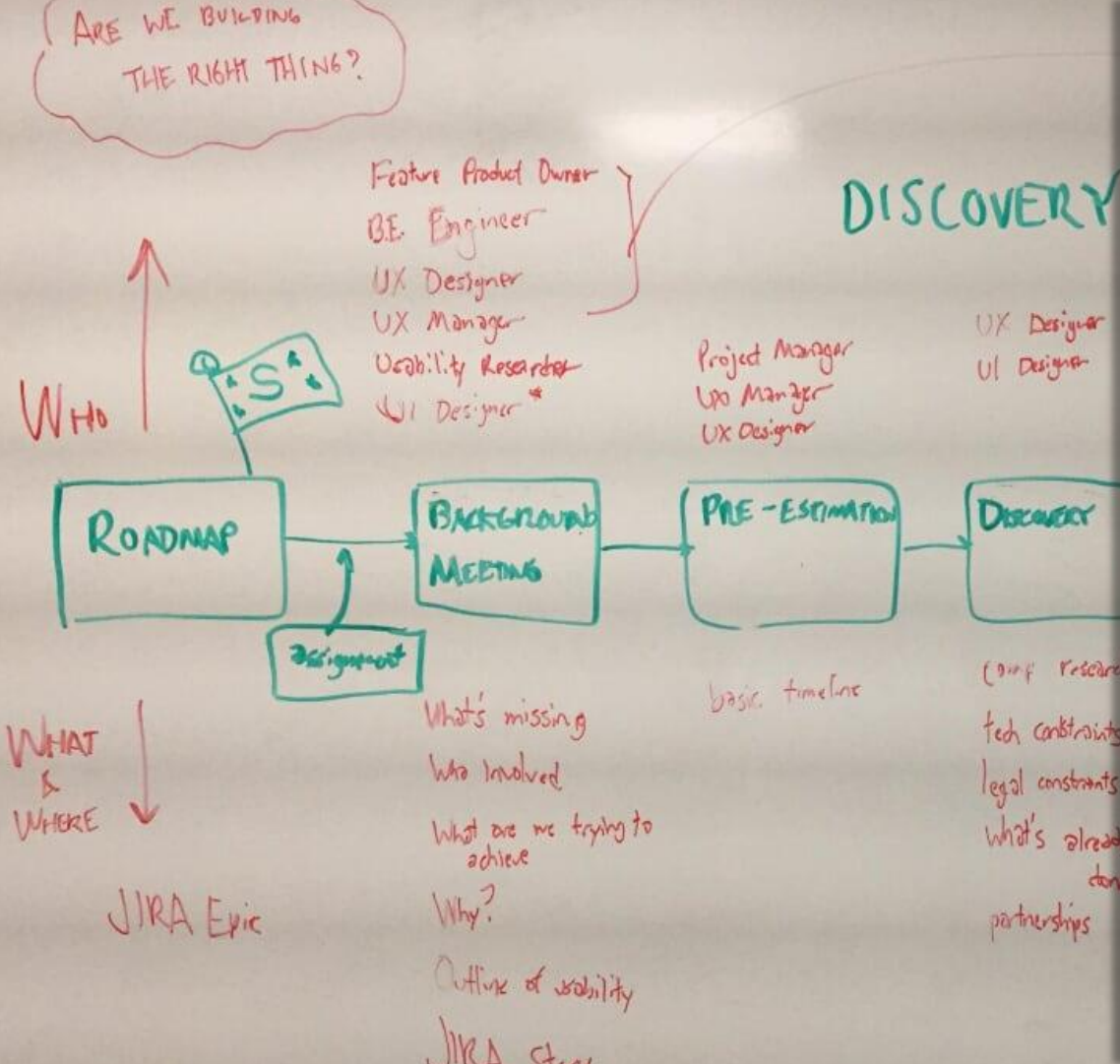
Assisted. $n > 5$

1. Needs
2. Is long
3. Complexity
4. No easier way



Yep, Post-Its.

We ran workshops to identify customer pain points and prioritize them.



We refined our processes for working within Design and partnering efficiently with Engineering & Product.

What I Learned

- Design leadership works best through partnerships with product, engineering.
- Use research to solve real user problems.
- Customer journeys are only as strong as the qualitative and quantitative research behind them.
- Ideation workshops and design sprints turn synthesized insight into testable prototypes, fast.

Jaguar Land Rover

UX Team Manager





Birth of an icon

The Land Rover is a name that has become synonymous with adventure and exploration. It is a vehicle that has been used by everyone from explorers to the military, and it has become a symbol of ruggedness and reliability. The Land Rover is a vehicle that has been built to last, and it is a vehicle that has been built to be used in the most demanding environments. The Land Rover is a vehicle that has been built to be used in the most demanding environments.

In-Vehicle Infotainment

What we made:

- User Experience Design and for cross-brand in-car digital experience
- Prototype in Qt that worked in a concept car
- Mobile companion experiences
- “PIVI Pro” Launched in 2020 Land Rover Defender [winning awards](#) and [favorable reviews](#)

My Role

Visual and interaction design direction
Usability research
Resourcing and project planning





Automotive interfaces have huge challenges not seen in mobile, web and desktop.

Car life-cycles are typically four years.

Customer expectations come from consumer electronics, which update rapidly.

A UNIFIED USER EXPERIENCE

USER CENTRIC DESIGN

- ▷ Reduction or consolidation of features, driven by user needs instead of feature ownership.
- ▷ Resist aggressive removal of switch packs if user experience suffers.
- ▷ Influence on golden rules.

During discovery, I set a series of design principles as a target for both design and ways of working.

COLOR CLASSES



A

Primary Accent, Focus State

Hex (Day): #5F9FAA

Hex (Night): #5FFDC2

RGBa (Day): (95, 159, 170, 1)

RGBa (Night): (95, 253, 194, 1)



B

Secondary Accent, Tertiary Headline

Hex (Day): #A0A08A

Hex (Night): #A0A08A

RGBa (Day): (160, 160, 138, 1)

RGBa (Night): (160, 160, 138, 1)



C

Primary Headline, Active State

Hex (Day): #000000

Hex (Night): #FFFFFF

RGBa (Day): (0, 0, 0, 1)

RGBa (Night): (255, 255, 255, 1)



D

Secondary Headline

Hex (Day): #000000

Hex (Night): #FFFFFF

RGBa (Day): (0, 0, 0, 1)

RGBa (Night): (255, 255, 255, 1)



F

Inactive State

Hex (Day): #D3D3D3

Hex (Night): #A7A9AC

RGBa (Day): (211, 211, 211, 1)

RGBa (Night): (167, 169, 172, 1)



G

Primary Background (Overlay)

Hex (Day): #FFFFFF, 65% Alpha

Hex (Night): #231F20, 65% Alpha

RGBa (Day): (255, 255, 255, .65)

RGBa (Night): (25, 31, 32, .65)



H

Secondary Background (Content)

Hex (Day): #F1F2F2

Hex (Night): #212324

RGBa (Day): (241, 242, 242, 1)

RGBa (Night): (33, 35, 36, 1)



I

Hot State

Hex (Day): #FF0000

Hex (Night): #FF0000

RGBa (Day): (255, 0, 0, 1)

RGBa (Night): (255, 0, 0, 1)

We created wireframes,
style guides, prototypes
component specifications.



We ran user testing using a car simulator in our lab.

Getting feedback from current and potential customers regularly is paramount...

5

Participants still had a difficult time finding the source but it did not stand out, therefore, they didn't notice the source but

6

Participants did not initially understand the star icon or the radio station.

7

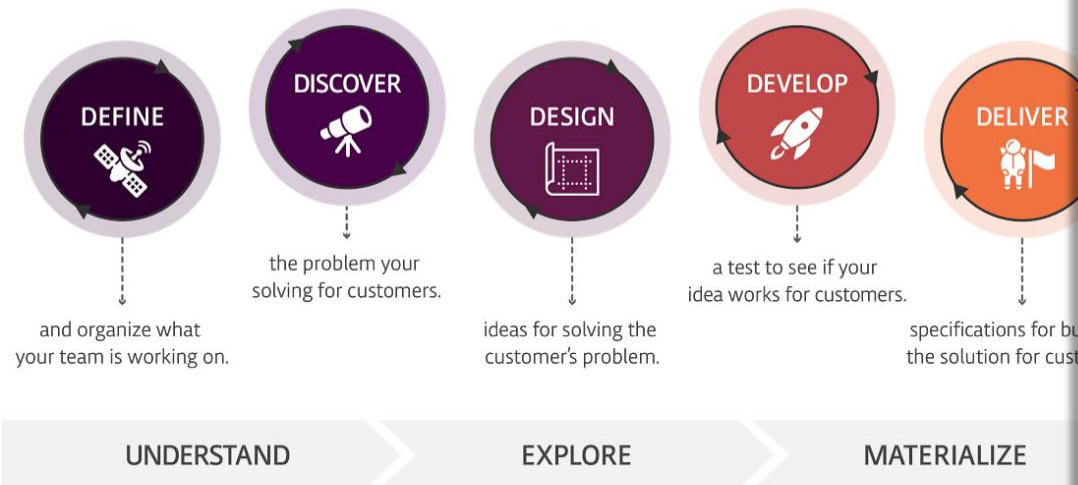
Participants tapped "favorites" tab and expected to find it within this screen.

8

Media is lacking a filter system to search through music

... and no matter how hard the feedback is, we must balance it with our own intuition and do what's best for our users.

Process Overview



Throughout it all,
we continue to evolve
our design process.

The OSTC Design Process is intended to standardize how we work together as a team and to serve as a guide for how we design world-class experiences for our customers. Given that every project at JLR is unique, this process must be flexible. Within this context however, each stage in the process also serves a different purpose: to improve consistency and efficiency of what we as a team deliver.

Our process is divided into five stages, 1) [Define](#), 2) [Discover](#), 3) [Design](#), 4) [Develop](#) and 5) [Deliver](#). Each of these stages serve a different purpose for helping us ensure the products we design are focused on the needs of our customers while also guiding our work from concept to completion. The order in which these five stages are utilized vary depending on the type of project your team receives. For example, you may have been assigned a project that has had some amount of work already completed or common, and our guide includes ideas for where you could start if your project has already been worked on by somebody else. Since there isn't a predefined starting point, it may be useful to think of our process as being more organic rather than just a straight line. In addition to having varying starting points, the process is also non-linear and has a very iterative nature.

Our process is iterative in that we put our ideas—throughout the entire design process—in front of real users as often as possible. We observe their interactions with our products and listen to their experiences as they attempt to use our designs for accomplishing certain tasks. We then leverage these observations for iterating, or improving our designs. Jonathan Howe



JLR Tech Incubator

What we made:

- Design support for 15 different startups
- Branding packages
- Heuristic evaluations and recommendations

My Role

Design direction
Business mentorship
Resourcing and project planning



[Products](#) [News](#) [Developer](#) [Our Team](#) [Contact Us](#)

Improving efficiency, traffic, and safety with predictive guidance

Glide is Mogol's patent-pending predictive guidance platform designed to improve fuel economy, traffic, and safety. At its core is a proprietary algorithm powered by the Glide Connected Vehicle Network that fuses multiple data sources together to recommend to your vehicle the most efficient way to get to your destination.

[Facebook](#) | [Twitter](#) | [LinkedIn](#)

LEARN MORE

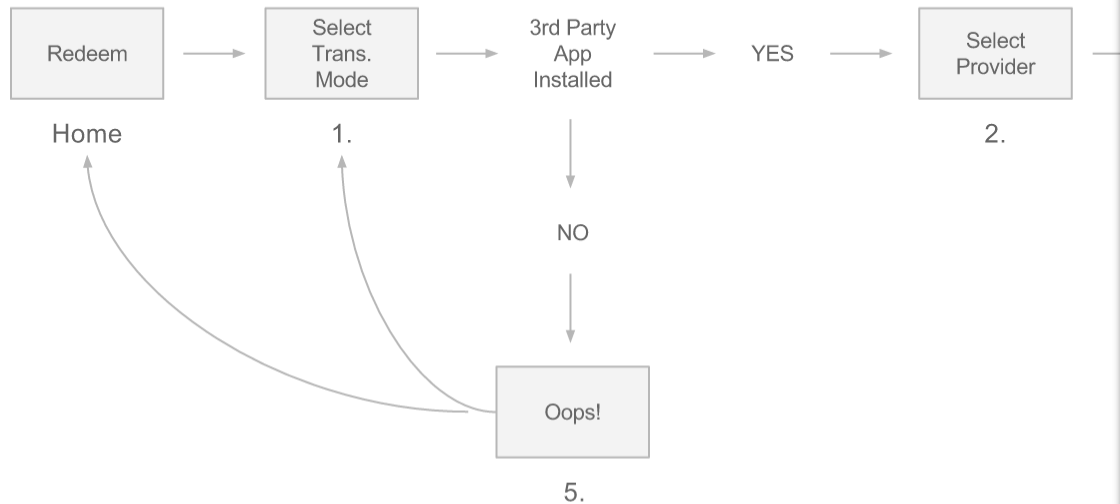
SIGN UP FOR UPDATES

Scroll
↓

Glide helps users drive better

Path 1: Redeem for Transportation

Note: This flow specific designed for future expansion with the of more service partners. Currently, all partners can fit on screen



We diagrammed user flows, identifying customer pain points and areas for improvement.

Question 1: What are the expectations of a viewing Validated on Facebook, their Web

Facebook

Shops and Restaurants will cover your **parking** or ride.

Get paid to go places: let Validated **shops and restaurants** reimburse your **transportation** in exchange for being their customer. Lyft, parking, and more.

Apple App Store screen

Many businesses will pay your way right to their doors.

Earn transportation credits & parking reimbursement as you **shop & dine** around town.

Apple App Store text

Spend your money on the things you want: **transportation or parking!**

Use validated to find merchants near you. We will discount your **transportation or parking** to thank you for your business. With validated, you can stop worrying about how much it costs to get there-it's like free shipping for yourself.

Website

However you get there...

We validate you **Parking, Uber, Lyft, Taxis, Public Transport,**

Let someone else pay your way*

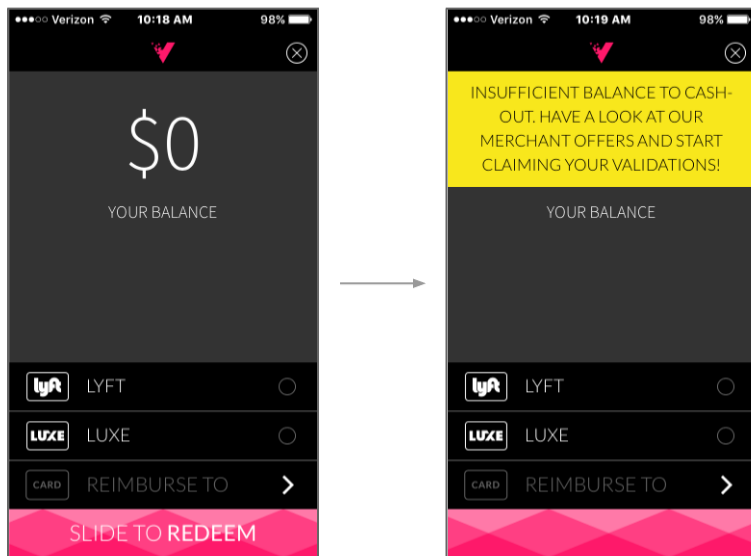
We provided guidance for startups to create a cohesive message.

In this case, we identified the core concepts and discrepancies across the company's many public faces.

Use Case 7

UI/UX Suggestions: **Zero Balance Scenario**

Current



Issue

Even though User has zero balance, he/she can still "Slide to Redeem", thus taking them to a page that informs them they can't make a transaction. User can also select either LYFT or LUXE.

Move message h
make it hip and
empowering.

Disable actions th
not be performed

Don

We gave startups concrete suggestions to quickly improve the user experience of their mobile & web apps.

What I Learned

- Four-year product life-cycles mean design principles have to outlast any single release.
- Highly regulated industries require more testing, as early as possible.
- Small startups of 2-5 people require faster iteration and less formal ways of working.
- Startups can lock into a solution without validating them via real user needs.

Blue Lantern Health

VP, Product & UX



HealthInsurance.com

What we made:

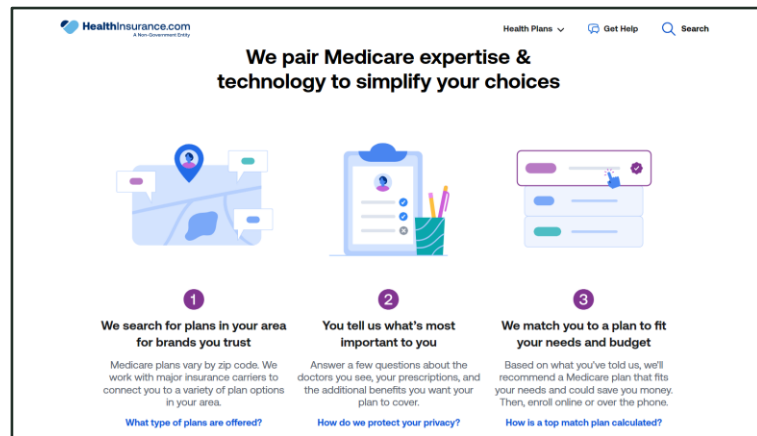
Digital marketplace for Medicare Advantage and short-term health insurance products

- Plan comparison tool powered by personalization engine
- Tie-ins with our call center agents for transitions between online and on-phone sales
- Learning Center article database with a site-wide search feature
- Consolidation of 11 different brands and subsites into a single web presence

My Role

UX/UI Design
Product Management
SEO
User Research

Full case study in the companion deck





Caregiver

Decision Maker

Intent

- Decision Makers are taking responsibility for picking their loved one's (often a parent) Medicare plan
- They are time constrained, highly involved in their parent's care, and seeking to get enough detail to make a prudent decision on their parent's behalf
- They are experienced with Medicare, and want detailed information about plans focused on their parent's specific needs
- Above all else they want to avoid missing something crucial that would impact quality of care
- They want to feel confident that they are getting the highest quality care for their parent

Job to be Done

My parent counts on me to make healthcare decisions for them at the point in life, and we need to ensure that they have the best plan for their current needs. I'm time constrained, and juggling various activities and responsibilities, however I'm experienced with Medicare, interested, and comfortable doing research online.

With the number of options available today, help me simplify and expedite the process of organizing all of the details to make decisioning easier. Getting the highest quality care for my parent is the paramount concern. It'll be very happy if you can help me find a way to do that, often in the odd hours, based on the constraints of my unpredictable schedule.

Job Progress Insights

- Taking a deep dive into Medicare, learning the types of plans and how class differs between them
- Selecting the best kind of Medicare plan for their parent and doing deep-dive analyses into specific benefits and providers included for each plan
- Selecting a few plans which might be suitable
- Presenting the options to their loved one, to involve them in the process, and make them comfortable
- Reaching out to carriers to get specific questions answered, and fix and cover it's
- Helping their loved one enroll, preferably online

Experience

- Typically experienced with taking their parent to provider visits, managing medications, etc
- Feels high accountability (everything is riding on their decision) that they must get it right for their parent's well being
- This group wants to leave no stone unturned and get to the key details of each plan
- They often have to take time off work, and find it difficult to juggle their family responsibilities, with those of caring for their parent

Experience Design Insights

- Much like the Partner, they want to quickly get completely up-to-speed on the current Medicare landscape and the current options available
- Much like the Medicare Adept enrollee, this group understands the strengths and weaknesses of the current plan and want to get to the details of the new plans and comparisons quickly
- This group needs flexibility, with questions answered online at all times of the day as they fit its Medicare work into their "normal" schedules

Study Participant Examples

Alberta, 61 - Akron, Ohio

Eric, 53 - Brooklyn, New York

Phase

Trigger Events

Goals

Motivating Forces

Actions

Pains

Decision Confidence

Channels

Websites Used

Notable Experiences



We interviewed potential customers and plotted their purchase experience to find opportunities.

Compare Health Plan Options |
AffordableHealthPlans.org
Find affordable health insurance options
online. Cheap health...
✦ affordablehealthplans.org

Affordable Health Plans.org Need a quote? Call toll free: 1-844-922-2149

Healthcare Options 2023

ENTER ZIP CODE & COMPARE RATES TO FIND HOW MUCH YOU MAY SAVE*

ZIP CODE: 85001 [START MY QUOTE](#)

✦ We've helped 188K people from Arizona this month.
We work with 180 partners, including the biggest names, to offer plans.

[Humana](#) [Cigna](#) [Aetna](#) [aetna](#)

Click your state below
To get FREE health plan quotes & save!

[Alaska](#) [Illinois](#) [Massachusetts](#) [New York](#)
[Arizona](#) [MDVA](#) [Michigan](#) [New Mexico](#) [Tennessee](#)

Affordable Health Plans.org Need a quote? Call toll free: 1-844-922-2149

Did you find a plan right for you?

[1-844-922-2149](#)

Connect with our licensed agents to discuss your options.

[NO, THANKS. I'LL CONTINUE ONLINE.](#)

Click your state below
To get FREE health plan quotes & save!

[Alaska](#) [Illinois](#) [Massachusetts](#) [New York](#)
[Arizona](#) [MDVA](#) [Michigan](#) [New Mexico](#) [Tennessee](#)

policy.healthcare | Get a Quote
policy.healthcare

policy.healthcare Speak to a Licensed Agent (833) 479-1718

Find The Right Plan For You!

Answer a few questions in our fast health plan selector

When would you like coverage?

[Immediately](#) [Within 2 months](#) [Not sure](#)

OR CALL (833) 479-1718

Speak to a Licensed Agent
(833) 479-1718

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policy.healthcare

Find The Right Plan For You!

Answer a few questions in our fast health plan selector

What benefits are most important to you?

☐ Emergency Care/hospitalization
☐ Preventative Care
☐ Dental
☐ Vision
☐ Telehealth
☐ Coverage for pre-existing conditions

[Continue](#)

OR CALL (833) 479-1718

We performed competitive research to find strengths and weaknesses in the marketplace.

Typography

Aeonik Pro is used for all text. Aeonik Pro is drawn with clarity and functionality in mind. We limit use to bold and regular weights. Text can be left, center or right-aligned.

Name	Tailwind reference	Example	Specs	Usage	Colors
Hero 1	text-6xl	Lorem ipsum d...	font-family: Aeonik Pro; font-size: 66px; font-style: normal; font-weight: 900; line-height: 60px;	Hero Desktop	 
Hero 2	text-5xl	Lorem ipsum dol...	font-family: Aeonik Pro; font-size: 48px; font-style: normal; font-weight: 900; line-height: 48px;	Hero tablet Page title	 
Hero 3 / Title 1	text-4xl	Lorem ipsum dolor sit amet,...	font-family: Aeonik Pro; font-size: 38px; font-style: normal; font-weight: 900; line-height: 40px;	Hero mobile Page title	 
Title 2	text-3xl	Lorem ipsum dolor sit amet, consectetur...	font-family: Aeonik Pro; font-size: 30px; font-style: normal; font-weight: 700; line-height: 38px;	Primary heading for mobile	 
Title 3	text-2xl	Lorem ipsum dolor sit amet, consectetur adipiscing...	font-family: Aeonik Pro; font-size: 24px; font-style: normal; font-weight: 700; line-height: 32px;	Secondary heading	 
Body Primary Regular	text-xl	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	font-family: Proxima Nova; font-size: 20px; font-style: normal; font-weight: 400; line-height: 28px;	Primary body	 
Body Primary Regular Link	text-xl	<u>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</u>	font-family: Proxima Nova; font-size: 20px; font-style: normal; font-weight: 400; line-height: 28px;	Links inside a paragraph	

We developed a design system based off Tailwind-components specifically with older viewers and accessibility in mind.

Filter plans

Drug coverage +

Included in plans +

Special needs plans +

Brand —

- ☐ Aetna Medicare
- ☐ Cigna
- ☐ Devoted Health
- ☐ Humana
- ☐ UnitedHealthcare
- ☐ Wellcare by Health Net

Plan type +



Want to find your top plan match based on yo

Provided by
UnitedHealthcare**AARP Medicare Advantage
Patriot No Rx OR-MA01 (PP**

H2406-073-000 ★★★★★ 4 of 5 stars

Monthly Premium ?**Copays** ?Primary / Specialist \$0 / \$0
Emergency**Deductibles** ?Medical
Out-of-network medical**Other** ?

We developed a shopping experience for very complicated, highly-regulated insurance products that was praised by our insurance carrier partners.

[« Go back](#)[Next: Abacavir Sulfate »](#)

Abacavir

Generic name

Abacavir Sulfate

Covered by Medicare

[Get a Medicare Quote](#)

Average Annual Cost per Beneficiary

\$1,298.65

Average cost per year*

Average Annual Cost per Dose

\$3.16 ↓ -7.99%

Average cost per beneficiary*

Manufacturer(s)

Camber Pharmace
Medria Pharma

What is Abacavir

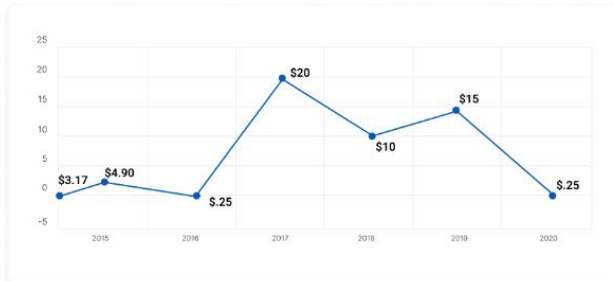
This drug is used with other HIV medications to help control HIV infection. It helps to decrease the amount of HIV in your body so your immune system can work better. This lowers your chance of getting HIV complications (such as new infections, cancer) and improves your quality of life. Abacavir belongs to a class of drugs known as nucleoside reverse transcriptase inhibitors-NRTI.

Abacavir is not a cure for HIV infection. To decrease your risk of spreading HIV disease to others, do all of the following: (1) continue to take all HIV medications exactly as prescribed by your doctor, (2) always use an effective barrier method (latex or polyurethane condoms/dental dams) during all sexual activity, and (3) do not share personal items (such as needles/syringes, toothbrushes, and razors) that may have contacted blood or other body fluids. Consult your doctor or pharmacist for more details.

NOTE: This is a summary and does NOT have all possible information about this product. This information does not assure that this product is safe, effective, or appropriate for you. This information is not individual medical advice and does not substitute for the advice of your health care professional. Always ask your health care professional for complete information about this product and your specific health needs.

Drug Trends

Use the chart options to see different costs and trends over time.

[Avg. annual cost per beneficiary](#)[Avg. cost per dose per beneficiary](#)

★★★★☆ Top 90%

Beverly Hills Rehabilitation Centre

Affiliated entity name: PROVIDENCE GROUP

Affiliated entity ID: 429



Overview

Staffing Metrics

Overview

Facility information

Average overall
5-star rating**Top 10%**

This facility

3.70

Average in US

3.5

Average health
inspection rating**90%**

This facility

3.70

Average in US

3.5

Average
staffing rating**Top 5%**

This facility

3.70

Average in US

3.5

Average
QM rating**Top 1%**

Affordable health insurance quotes in California

[Shop all plans →](#)

Products

Insurance

Products

Explore Health Insurance Products in California

[Most popular](#)

Medicare Advantage

Also known as Medicare Part C, which is offered through private insurance companies.

[Get quotes](#)

Affordable Care Act (ACA)

Lower cost health insurance plans with or without guaranteed issue.

What I Learned

- Human-centered design only works when it's balanced against real business constraints. User advocacy and business needs must co-exist.
- Highly regulated industries need close partnerships with legal and compliance instead of a gatekeeper/rubber-stamp model.
- Agile iteration across Design, Engineering, and Product helped organize a legacy business despite some pain in adoption.

Microsoft

Senior UX Manager



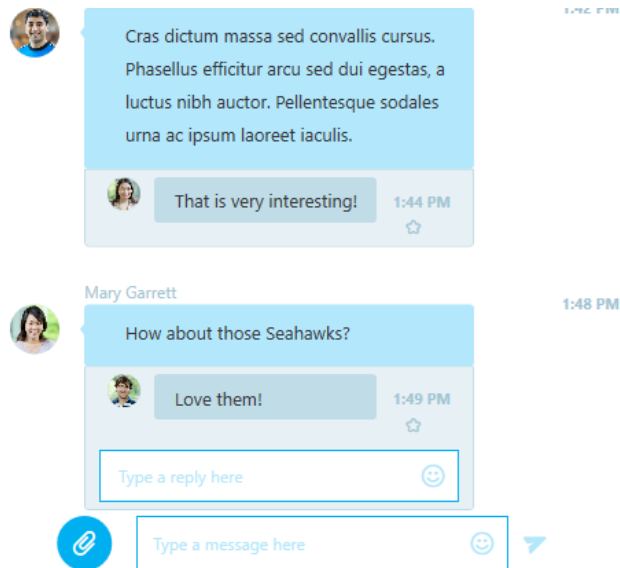
Skype threading

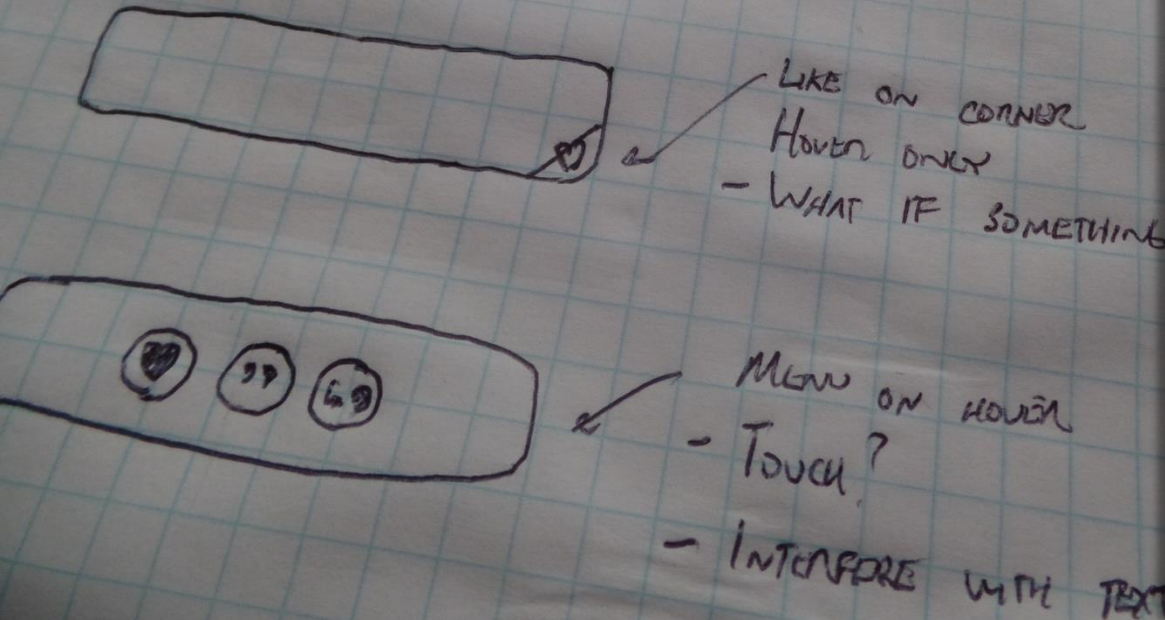
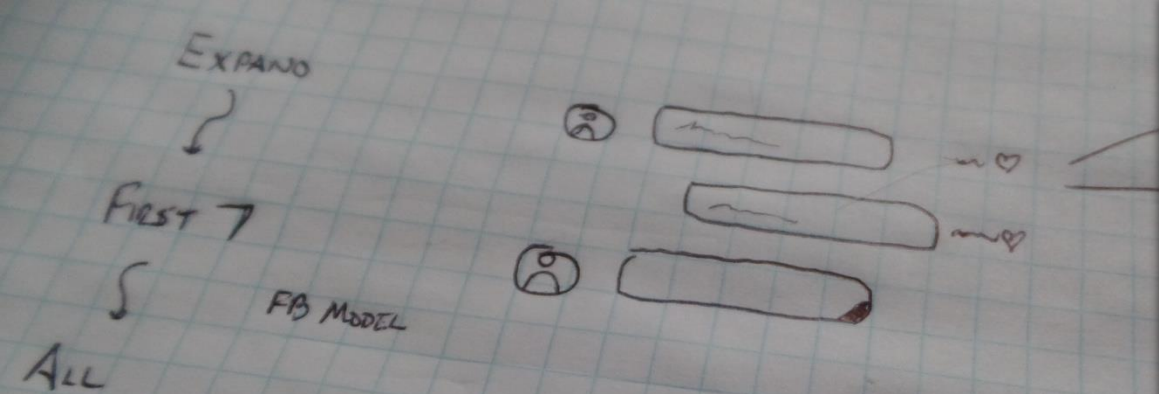
What we made:

- Detailed UX Spec and recommendation:
should Skype conversations have threading & liking?
- Prototype that allowed threaded conversations between multiple people on different devices

My role:

- Experience design
- Prototyping





Start on paper.

Work fast.

Get all the ideas and challenges out in the open.

MAGGIE's

I posted the new
version

I have some edits

Talky talk talk

Sure.

I posted the
new version

"I posted the new
version"

Talky talk talk

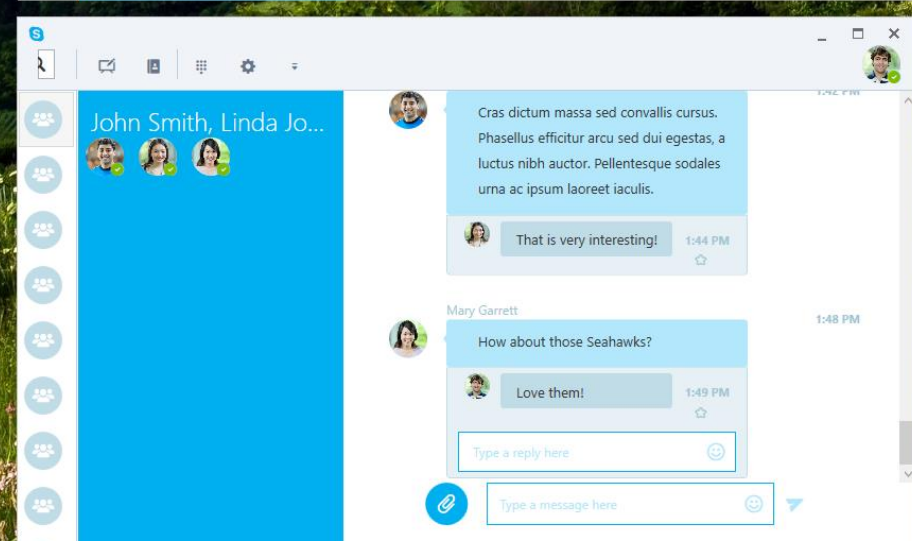
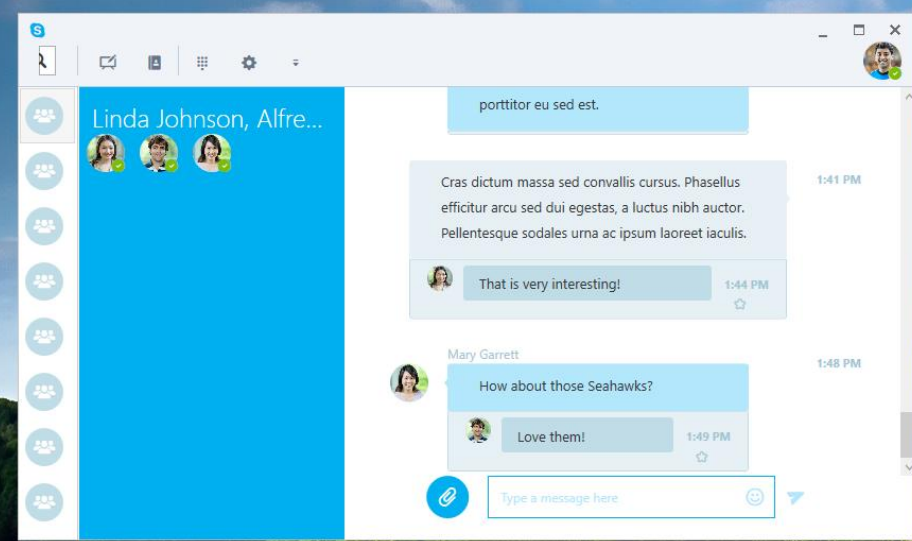
I have some

We used a
“post-it prototype”

Each note represented an
Instant Message.

Each column represented a
different person's view.

What were the implications
of messages that move in
the timeline?



We had solutions,
but we doubted
it would feel simple.

I built a conversation
prototype.

Users could have threaded
conversations with each
other on different devices.

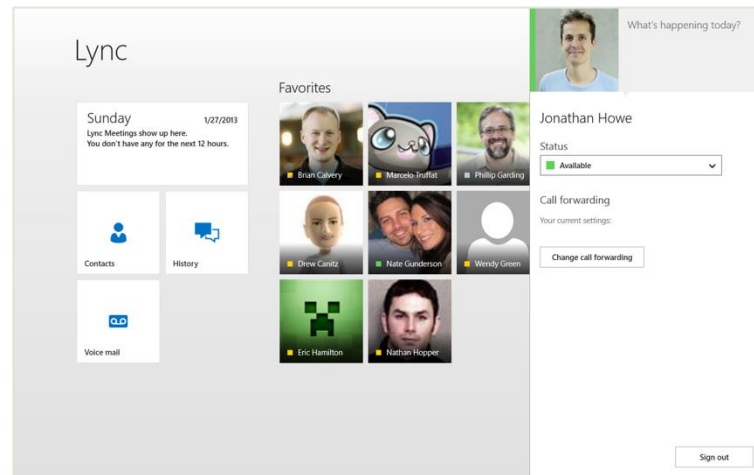
Lync for Windows Store

What we made:

- XAML-based Lync application, with a C++ layer
- One of only two Office store apps built for Windows 8 Launch
- Tales of adventure on an unfinished platform

My role:

- Experience design
- Prototyping
- Production coordination
- Accessibility dev
- Fit and finish dev



Search Results for "Alex D"

NAME	SKILL
------	-------

☐ Alex Darrow
User Experience Designer Away

☐ Alex Darby
Project Manager Available

☐ Alex Darrow
User Experience Designer Offline

After defining personas,
scenarios and
basic experiences,
I did rough sketches

I use Balsamiq,
SketchUp or Illustrator.



Here's who we found

NAME | SKI

We found a lot of people. Here's the first 50.



I'M an Xbox Xpert!
Offline



Kingmaker V-Team
Kingmaker V-team



Markus Welsh
Away 2 days - No IM
DESIGN VERIFICATION MANAGER



XBOX Escalation Help
Presence unknown



XBOX Help
Offline 790 days



XBOX Live CI Test...



XBOX Live Social & Live...



XBOX Mail



XBOX Monitoring
Offline 856 days



XBox News Clippings



XBox Taiwan
for Xbox Taiwan team communic



Xbox 3rd Party Approv



Xbox APOC AROM



Xbox Accessories RF L



Xbox Brand Marketing
Xbox Brand Marketing Division F



Xbox CSS Vendor Tier

Search

Lync

xbox



Apps



Settings



Files



Store



Finance



Weather



Mail



Amazon



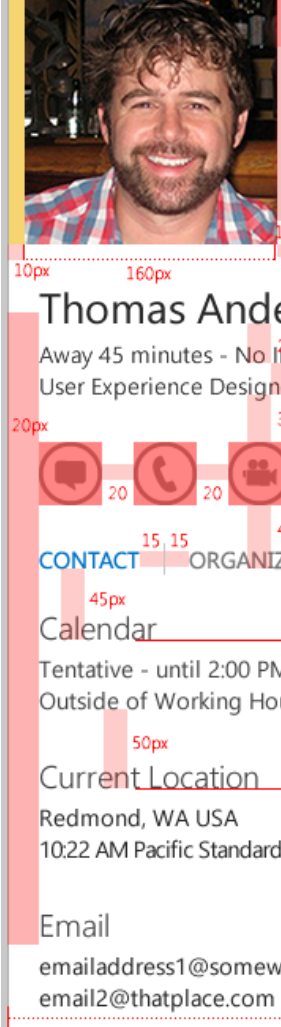
Bing



DogFoodC

I supported the difficult decisions around our Search experience with a prototype on the beta Windows 8 platform.

Our challenge was whether Win 8 users would understand the OS-wide search.



Contacts

NAME | GROUPS

Favorites



Brian Calvery ★

Out of Office 12 hours



Wendy Green ★

Inactive 1 day - Mobile



Drew Canitz ★

Away 1 day - No IM
LUA - because everyone needs...



Eric Hamilton

Away 15 hours



Marcelo Truitt

Away 2 days
skype me @ mtruitt

Remove from Favorites

Add to Group

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Nathan Hopper ★

Inactive 23 hours - Mobile
In training today.

Phillip Garding ★

Available - Video Capable
Cold, cold, go away

Frequent



Brian Calvery

Out of Office 12 hours



Marcelo Truitt

Away 2 days
skype me @ mtruitt

At the last minute,
we needed to support
High Contrast Mode for
people with impaired vision.

No engineering
time was allocated.
I rewrote the style guide
And did all the coding.

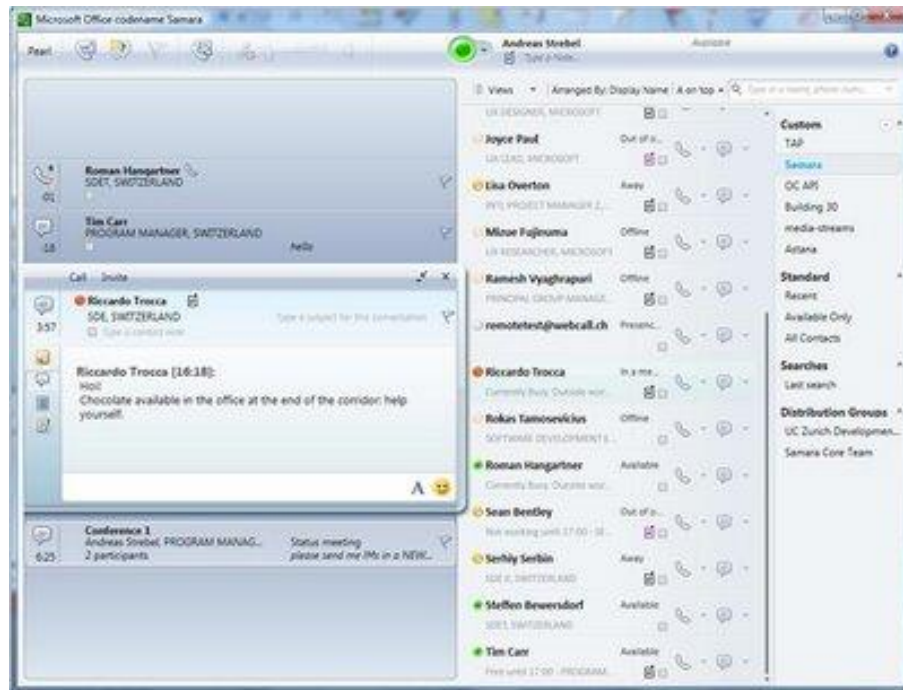
Lync Attendant Console

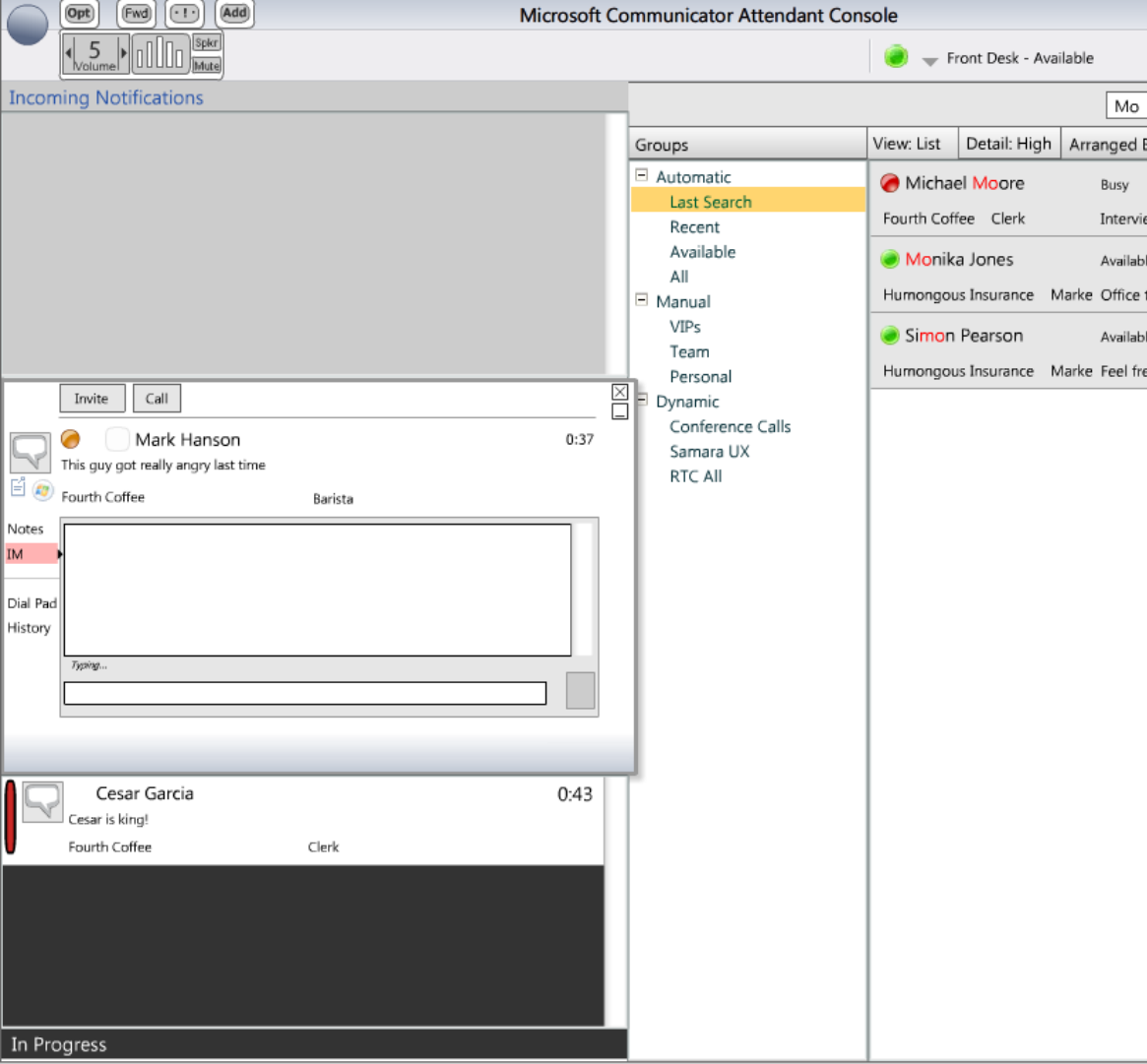
What we made:

- Lync for the Receptionist / Switchboard operator
- Separate, full-screen client
- One of Microsoft's first WPF applications
- Designed for high call volume to support multitasking, transfers and switchboard views

My role:

- Experience design
- Prototyping
- User research lab studies
- Vendor management





I built a robust prototype
with wireframe fidelity.

We watched users try it.

Design. Wince. Repeat.

Lync Desktop Phone

What we made:

- Embedded UI in a phone for standalone use of Lync
- Usability lab prototype using a touch screen to simulate the pre-release hardware

My role:

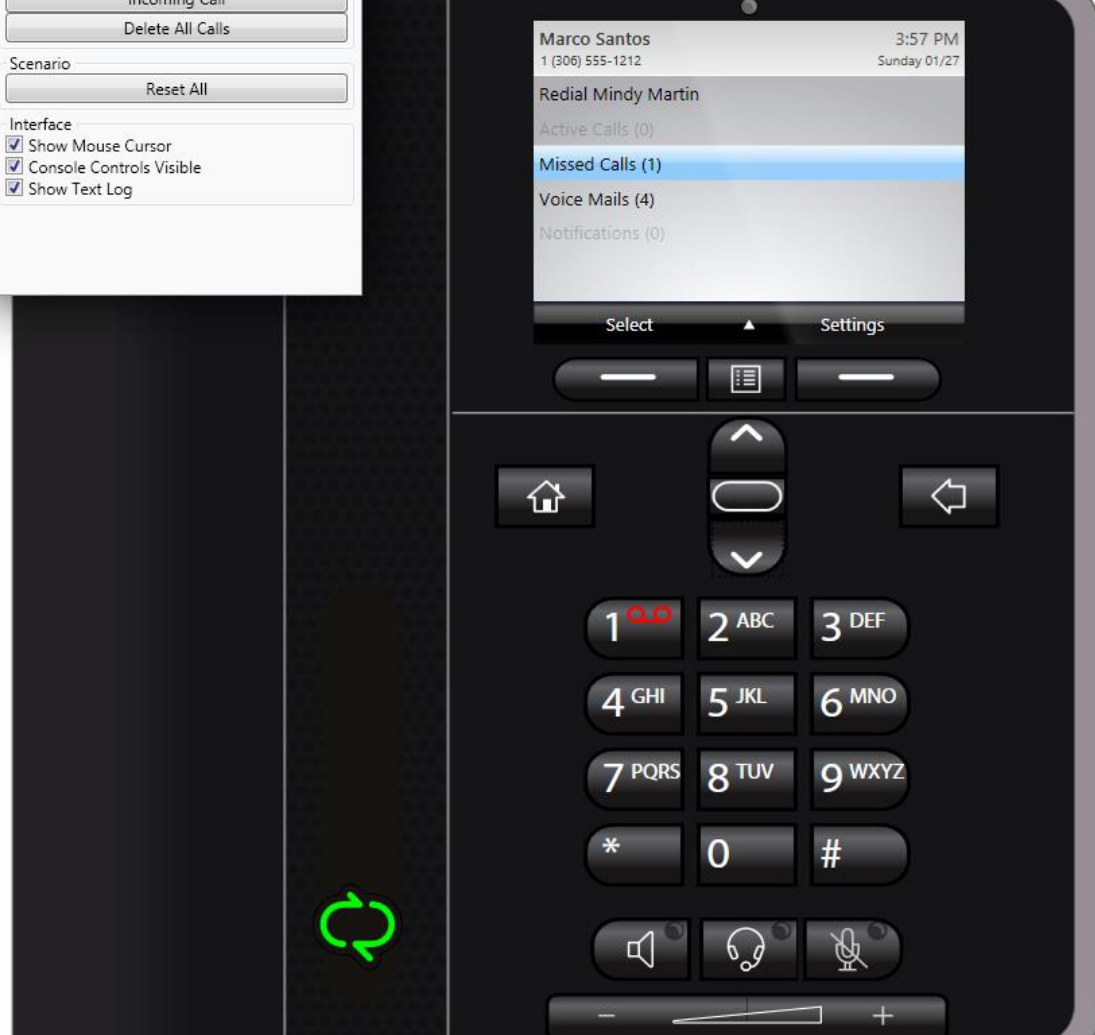
- Prototyping
- Experience design
- User testing



A1				=Template!A1
	A	B	C	D
1	Event	Comments	Action	Next state
2	Hardware events			
3	Speaker ON		Make speaker active device. Nothing.	Current
4	Speaker OFF		NA	Current
5	Mute ON		NA	Current
6	Mute OFF		NA	Current
7	Headset ON		Make headset active device. Nothing	Current
8	Headset OFF		NA	Current
9	Digit – Normal press	Menu not displayed	If audio device active, offhook dialing, else onhook dialing	On hook / off hook dialing
10	Digit – Long press	Menu not displayed		1-VM, Others - On-hook screen
11	Multiple digits – No timeout		NA	On-hook/off-hook screen
12	Multiple digits - Interdigit Timeout		NA	Home screen
13	Home button press		Nothing	Home screen
14	Previous button press		Nothing	Previous screen
15	Up button press		Move highlight as per logic up by 1 step	Current
16	Up button long press		Move highlight as per logic up by multiple steps	Current
17	Down button press		Move highlight as per logic down by 1 step	Current
18	Down button long press		Move highlight as per logic down by multiple steps	Current
19	Select button press	Call	Call digits / selected contact	Previous screen
20	Left Soft Key press	Call	Call digits / selected contact	Previous screen
21	Right Soft Key press	Cancel	End Call / None	Previous screen
22	Menu button press		None	
23	Volume button up		0 Display volume change for active device	Current
24	Volume button down		0 Display volume change for active device	Current
25	Network cable remove		0 Nothing	Current
26	Network cable connect		0 Nothing	Current
27	Handset cable-remove		0 Nothing	Current

A Program Manager had the interactions mapped out in an enormous Excel spreadsheet.

This is no way to design great experiences.



I made a full simulation of the phone.

Users in the lab tested a prototype running on a touch screen to simulate the hardware.

I made UX improvements and retested and got better results.

What I Learned

- Small teams (6 people) can ship category-defining products when prototyping and production are tightly integrated.
- Category-defining tools grow out of unglamorous integration work — Teams' precursors were Communicator, Lync, and Skype.
- Long-running platforms reward design continuity across many product generations over one-off wins.

Earlier work

Agency & freelance projects



Cartoon Network's Rick and Morty Game

Videogame – programming, writing



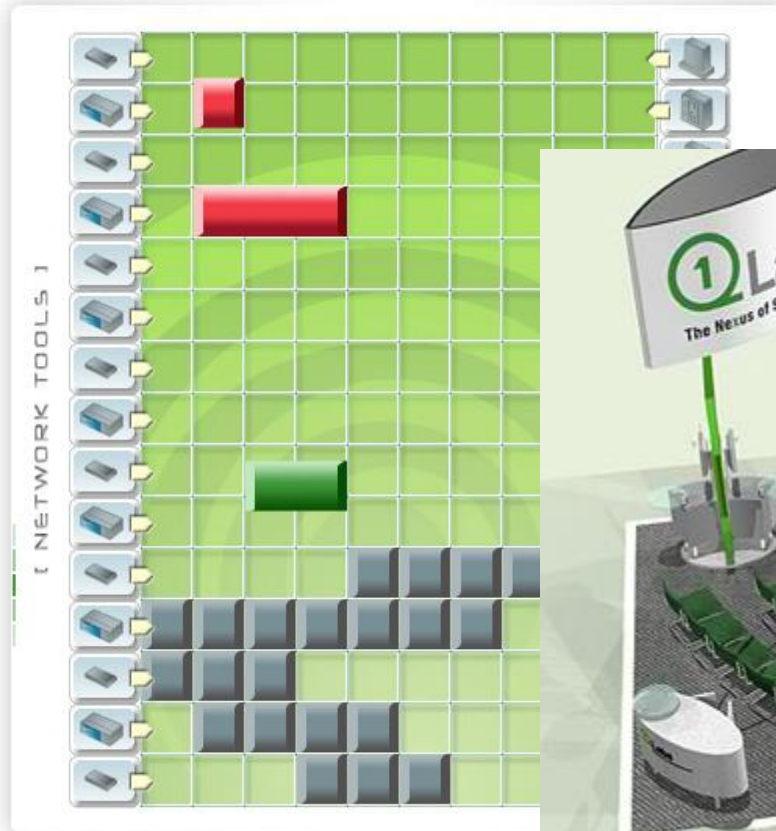
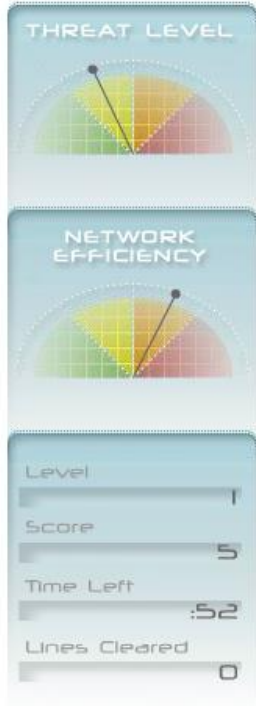
Homestar Runner

Games and menus – programming, design, writing & music



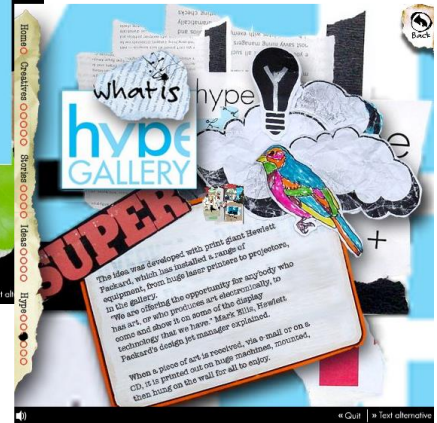
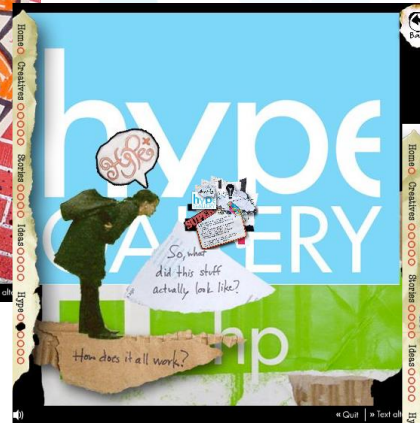
Q1 Labs

Videogame & convention booth – programming, animation & design



HP Hype Gallery

Animated art promotion – programming, experience design



Boston Public Library

Document browser – programming, experience design

THE *John Adams Library*

TIMELINE

BACK TO MAIN SITE

DIPLOMACY

1778-1788

John Adams spent ten years abroad as diplomat in France, England, and the Netherlands. He secured essential financial loans, negotiated pivotal peace and commercial treaties, and served as America's first ambassador. He also purchased hundreds of books overseas—it took nearly two days to unpack Adams's library upon his return.

1735-1768

EDUCATION AND LAW

1769-1777

REVOLUTION

1778-1788

DIPLOMACY

ADAMS AND SON JOHN QUINCY SAIL FOR FRANCE

ADAMS PRESENTED TO KING LOUIS XVI IN VERSAILLES

ADAMS DRAFTS MASSACHUSETTS CONSTITUTION

ADAMS MOVES TO NETHERLANDS TO NEGOTIATE LOAN

ADAMS'S EMBASSY ESTABLISHED BY ADAMS IN HOLLAND

1778 1779 1780 1781 1782 1783

THE *John Adams Library*

TIMELINE

BACK TO MAIN SITE

EXECUTIVE OFFICE

1789-1800

John Adams served two terms as vice president before being elected America's second president in 1797. Adams's Federalist administration suffered from partisan infighting at home and turmoil abroad, and he lost his bid for re-election to Thomas Jefferson in 1800.

1735-1768

EDUCATION AND LAW

1769-1777

REVOLUTION

1778-1788

DIPLOMACY

STORMING OF THE BASTILLE

EXECUTION OF LOUIS XVI IN FRANCE

US AND

1789 1790 1791 1792 1793 1794 1795

THE *John Adams Library*

TIMELINE

BACK TO MAIN SITE

EXECUTIVE OFFICE

Condorcet's *Outlines of an Historical View of the Progress of the Human Mind*

Adams predicted the French Revolution would fall soon after learning that a mob had stormed the Bastille on July 14, 1789. During his decade of European diplomacy, Adams had become well acquainted with politicians and intellectuals on both sides of the revolt. While he was an ardent supporter of just revolutions against tyranny, France's chaotic anarchy troubled him greatly. Adams's pessimistic opinion was not a popular one; many Americans were still fired by their own revolutionary success years earlier.

In the margins of his books, Adams blamed the bloody upheaval on the philosophes of the French Enlightenment. Voltaire, Turgot, Condorcet, and others had emphasized rationalism over religion and asserted that

Jean-Antoine-Nicolas de Caritat Condorcet, *Outlines of an Historical View of the Progress of the Human Mind*, pp. 112-113 (1795)

John Adams Library, Department of Rare Books & Manuscripts

ADDITIONAL IMAGES

BACK TO TIMELINE

1735-1768

EDUCATION AND LAW

1769-1777

REVOLUTION

1778-1788

DIPLOMACY

1789-1800

EXECUTIVE OFFICE

1801-1826

RETIREMENT

Thank you