



## Christopher Gielow, NPDP

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### Summary

I am an *Experience Designer* with 14 years of specialization in *immersive interactive-device design*. I have helped Fortune 100 companies innovate with User Centered Design by uncovering tacit and latent needs that translate into breakthrough design solutions. I have helped those companies delight their customers and win top honors in both Industrial Design (IDEA) and Medical Device Design (MDEA.)

I have led large, multi-disciplinary projects through all phases of the *Fuzzy Front End* of product development in consulting and corporate environments. I have leveraged cutting edge practices in the emerging disciplines of *Innovation, Interaction Design, Rapid Prototyping* and *User Experience Design*.

### Key Strengths

StrengthsFinder™ themes: Ideation, Command, Maximizer, Futuristic, Analytical

Rare specialization in interactive-device design

Breadth in Industrial Design, Interaction Design, Visual Design

Certified PDMA New Product Development Professional

IDEA and MDEA Award-Winning

## Experience

Director, User Experience Design  
Cardinal Health, Inc.  
San Diego, California 2004—Present

My focus at this \$80bn medical device manufacturer is institutionalizing User Experience Design through hands-on design contributions, and the contributions of my team (leader-doer role.) This journey began in 2004 when I was recruited from Motorola by Kim Goodwin, GM of *Cooper* and author of *Designing for the Digital Age: How to Create Human-Centered Products and Services*.

Since then I have developed a process that emphasizes clinical workflow-analysis and data-driven device usability, ensuring the upmost safety and workflow efficiency while passing the scrutiny of FDA auditors.

I do this by directing a centralized staff of six Industrial Designers, MDes Interaction Designers and PhD Human Factors Engineers who aim to craft the most useful, usable and desirable experiences for acute-care clinicians. This role involves integrating several disciplines and stewarding industry-leading medical-device brands including *Pyxis* dispensing technologies and *Alaris* infusion systems. For scalable support I have established strategic relationships with leading design partners including *Ziba*, *IDEO*, *Lextant*, and *Cooper*.

Application Lead, CXD: Global Consumer Experience Design  
Motorola, Inc.  
Chicago, Illinois 2003—2004

I was invited to join Motorola in their heyday of design as a founding member of the *MOTOCITY* studio. Under Design Directors Tim Parsey and Jim Wicks, I developed numerous user-centric technology innovations and served as the *Application Lead* for the *MotoTech* segment, and secondary and peripheral interfaces for *Chameleon*, Motorola's Next-Generation Mobile UI. In July 2003 I was awarded special companywide recognition as a "Think Tank Innovator."

Design Manager  
MarketForward, a subsidiary of Publicis Groupe SA  
Chicago, Illinois 1999—2003

I conceptualized, developed and implemented innovative technology solutions for clients of this innovative consultancy within Publicis "where technology meets marketing." Pioneering work around Narrowcasting Digital Signage here has me featured in the USA Today, the Chicago Tribune and AdWeek. As the Design Director I supervised and managed one subordinate.

Senior Industrial Designer  
Insight Product Development  
Chicago, Illinois 1997—1999

In this position I served as a design consultant to clients of the firm, innovating many techniques and processes as well as pioneering an interaction-design department. Contributed to winning a Gold Medical Device Excellence Award (MDEA) in 2005 and an IDSA/BusinessWeek IDEA award in 2002.

Industrial Designer  
Brooks Stevens Design Associates  
Milwaukee, Wisconsin

1994–1997

Brooks Stevens is one of the founding fathers of Industrial Design in the 1930's. I studied under Brooks, and later joined his practice, working on many of the firm's long-time assignments. I helped usher in the next-generation of methods including computer-aided design, rapid-prototyping and interaction design.

## Education

Bachelor of Fine Arts in Industrial Design  
Milwaukee Institute of Art & Design  
Milwaukee, Wisconsin  
*IDSA Student Merit Award Winner*

1995

Certified New Product Development Professional (NPDP)

2008

## Noteworthy

2005 Gold Medical Device Excellence Award (MDEA) winner (Baxter Alyx)  
2002 IDSA Industrial Design Excellence Award (IDEA) winner (Coleman Back Home)  
2004 Alaris Good-to-Great award  
2003 Motorola Think-Tank Innovator award  
Awarded 2 Design Patents, 3 Utility Patents, Numerous Pending

Moderator, Core77.com, Industrial Design Supersite (8000 members)

Member, Industrial Designers Society of America (IDSA)  
Member, Product Development Management Association (PDMA)  
Member, Design Management Institute (DMI)

Instructor in Cognitive Design, Columbia College

2001–2003

Featured in: USA Today; Chicago Tribune and AdWeek Magazine

## Notable Projects

### Cardinal Health Experience Guidelines



Directed a team, including Ziba Design California, in developing Experience Guidelines, which define the branded look-and-feel of Cardinal Health's clinical products. We defined a strategic pyramid of core-values, positioning, principles, and signature elements. We later expanded the guidelines into software platforms through an online Design-Pattern repository.

### Motorola Secondary Display Experience Strategy



Conceptualized and designed a patented "Secondary Display" interface and product-platform for Motorola's next-gen Operating System *Chameleon*. Innovations included a unique behavioral strategy for secondary display usage. The resulting design delights users while providing a unique new product framework and lucrative opportunities for carriers to generate ARPU revenue.

### L'Oreal Paris USA Beauty Expert



Inspired L'Oreal to build and test next generation interactive haircolor and cosmetics merchandisers after conceptualizing and demonstrating a working prototype. Innovations include fingerprint-recognition and RFID access, product scanning, networked content delivery and built-in email features for "round-tripping" in-store and at-home experiences. Project included hardware, software and content with qualitative and quantitative research phases.

### United Airlines EasyInfo



Conceptualization, design and development of a Dynamic Digital Signage (DDS) application aimed at radically upgrading gate room flight information signage. The critically acclaimed EasyInfo system is the best of its class utilizing information architecture and state of the art multimedia and networking technology. Currently deployed throughout O'Hare and San Francisco airports.

### Baxter Fenwal ALYX [MDEA Gold Winner!]



Part of a large multidisciplinary team, was responsible for use-cases, component layout and touchscreen interface for a first-of-a-kind blood component separator. ALYX allows blood centers to collect two transfusion doses instead of one from a single donor and offers the potential to increase the supply of vitally needed Red Blood Cells. For over four years the user-centered product was iteratively developed and validated globally.

## Notable Projects Continued

### Coleman Back Home [IDEA Winner!]



Colemans first attempt at household products won our team at Insight an IDEA award in 2002. Part of a team of designers challenged with developing an entirely new line of backyard products around three scenarios. Nearly 40 concepts were refined to make the final line of what was to become “Coleman BackHome.” Instrumental to the daunting process was an innovative analog-digital assembly-line drawing technique I adopted from the animation world.

### 3Com Big Picture



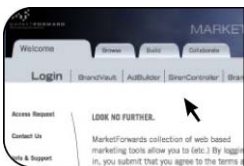
Developed a consumer, set-top videoconferencing device with 3Com in 1997. Responsibilities included designing the exterior housing and remote-based onscreen interface. Pioneered rapid-prototyping using foamware, Alias and Macromedia Director. Successfully developed to be an inexpensive and approachable home-use videoconferencing product.

### Eddie Bauer Dynamic Digital Signage



Art-Directed a team of Motion-Graphics Designers to develop a revolutionary “Dynamic Digital Signage” application for Eddie Bauer stores using high-definition Plasma displays. Through a series of design-research protocols and learnings from the “Consumer Interface Lab” at Indiana University, was able to develop highly effective, dynamic window displays aimed at increasing pass-through conversions and increasing sales. Positive results led Eddie Bauer to expand their test to all of their tier-one stores.

### MarketForward Web-Based Content Manager



Worked with a team of software developers to design and implement an advanced web-based control panel for easily managing global digital signage networks. Unique features included an advanced wizard-based sign-selector, a daypart scheduler, and a playlist builder with conditional variables. Back-end technology interfaced with a patented multimedia player and VPN content delivery.

### EUCOMED International Symbols Standard



The medical technology industry felt a growing need for symbols because of safety issues and the multiple-translations required in the European market. Working pro-bono with the product sector committee, a unique “compound” symbol solution and a series of icons were created that solves this complex problem. Formal proposals are now before CEN and ISO for approval and adoption in the blood-component sector worldwide.

## Partial Listing of Clients Served

3Com

Baxter Healthcare

Briggs & Stratton

Cardinal Health (Alaris, Pyxis, Viasys, V.Mueller, MedMined)

Chrysler Corporation/Strattec

Citibank

Coleman

Eddie Bauer

Gerry Baby Products (Now Evenflo)

L'Oreal Paris USA

LUNAR (Now GE Medical)

Mercury Marine

Motorola

Northrop Grumman

Plantronics

Polaris

Rockwell Automation

Skidmore Owings & Merrill Architects (SOM)

STERIS

Thermos

United Airlines

West Bend Company

Portfolio, Case-Studies and References available on request