

Christopher C. Gielow

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SUMMARY

I am an innovative multi-disciplinary Experience Designer with 9 years experience in complex, user-centered design disciplines, including *Industrial, Interaction, Cognitive, Motion-graphics* and unique experience with *Mobile Device Design, Brand-Building* and *Marketing R&D*. I have staff and project management experience having led large team projects in both consultancy and corporate design environments.

KEY STRENGTHS

Proven Design Skills and Talent
Professional Experience across Design Disciplines and Industries
Unrelenting Innovator, Problem-Solver and Change-Agent
Focus on User-Centered Cognitive and Emotional Design
Excellent Communication and Presentation Skills

EXPERIENCE

Motorola, Inc.
Consumer Experience Design
Chicago, Illinois 2003—Present
Application Lead

In May of 2003 I was invited to join Motorola as a founding member of Tim Parsey's Chicago-based *Consumer Experience Design* center. Since joining this global multi-disciplinary team, I have developed numerous user-centric technology innovations and presently serve as the *Application Lead* for secondary and peripheral interfaces for mobile communication devices. In July I was awarded special companywide recognition as a "Think Tank Innovator" for a concept that was to later initiate Advanced Concept R&D development. Since then I have submitted over 7 Utility Patents.

Publicis Groupe, SA
Paris, France 1999—2003

Product Design Director
MarketForward 2001—2003
Chicago, Illinois

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

Lead Product Development Designer
Siren Technologies/BrandGuard Corporation 2000—2001
Chicago, Illinois

Senior Content Engineer

Siren Technologies, a Frankel Technologies Company
Chicago, Illinois

1999—2000

Insight Product Development

Chicago, Illinois
Senior Industrial Designer

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 an IDSA/BusinessWeek IDEA award in 2002.

Brooks Stevens Design Associates

Milwaukee, Wisconsin
Industrial Designer

1994—1997

Beginning as a design student intern I was invited to join this world-renowned firm founded by one of the original founders of Industrial Design. I served as an industrial designer on many of the firm's client assignments, contributing to the innovative use of computer-based rapid-prototyping techniques.

EDUCATION

Bachelor of Fine Arts in Industrial Design
Milwaukee Institute of Art & Design
Milwaukee, Wisconsin

1995

IDSA Student Merit Award Winner

NOTEWORTHY

Member, Industrial Designers Society of America (IDSA)
and the Usability Professionals Association (UPA)

Instructor in Cognitive Design
Columbia College / Columbias
Chicago, Illinois

2001—Present

Featured or quoted in: USA Today; Chicago Tribune and AdWeek Magazine

2002 IDSA Industrial Design Excellence Award (IDEA) winner

Awarded 2 Design Patents, 3 Utility Patents Pending

2003 Motorola Think-Tank Innovator award, receiving corporate-wide recognition

SKILLSETS

Software Experience

Alias Studio (certified level 2), Photoshop, Illustrator, InDesign, Acrobat, Director, Flash, Dreamweaver, AfterEffects, Premier, Cleaner, Rhino, Word, Excel, PowerPoint, Access. Familiarity with parametric and solids-based modeling, CAM (SLA/SLS, CNC,) and FEA.

Industrial Design

Traditional and computer-based sketching, rendering, model-making, 3D surface modeling and rendering, ergonomics, rapid prototyping.

Interaction Design

Interactive development and product prototyping using industry-standard tools. Interest in cognitive-psychology theories and human-computer-interaction (HCI.)

Consumer Research

Experience developing and conducting ethnographic qualitative research protocols. Experience with quantitative and iterative design research.

Technology Research and Development

Expertise with common desktop computer platforms and networking technologies. Authority on advanced display technologies, digital-signage control and distribution systems, consumer-centric retail technologies and advanced Human-Computer-Interfaces.

Marketing Innovation

Pioneered advanced interruption and permission marketing concepts by use of technology. Upfront idea generation and experience prototyping for a wide range of projects with Frankel and other Integrated Communications agencies within Publicis.

Methodologies

Experience with the following product-design methodologies: Stage-Gate, iterative design research, use-cases and personas, flow-diagramming, product mapping, foamware, paper-prototyping, product semantics.

Recent Design Projects of Note

Please schedule a portfolio review for case studies and design examples

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



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 recently approved by the FDA for human use. 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 through goal-directed design and international user testing prior to clinical trials.

Coleman BACK HOME



Coleman's 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 assembly-line Photoshop technique dubbed “the Gielow Technique” by colleagues at Insight and used to this day.

3Com BIG PICTURE



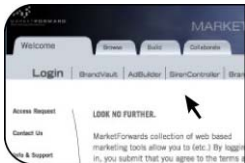
Developed a consumer, set-top videoconferencing device with 3Com. Responsibilities included designing the exterior housing and remote-based onscreen interface. Pioneered rapid-prototyping using foamware, Alias and Macromedia Director. Successfully developed to be an inexpensive and approachable home-use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

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