

Robert Gruettner

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Summary of Experience:

- Experience managing creative teams through large-scale design projects.
- Strong conceptualization skills, including the creation of sketches, mock-ups and rapid prototypes.
- Extensive product development experience with consumer facing products.

TrickPlay Inc.

Design Director, 2010 – Current

Define experience for consumer facing embedded software platform. Design and specify development tools for platform, including SDK, developer web site and a visual editor. Create customized versions of UX for CE partners. Coordinate and support third party developers creating applications for platform. Promote and evangelize the benefits of the platform to CE partner design groups.

Yahoo! Connected Life

Senior Design Manager, Mobile Search, 2008 – 2010

Manage design team overseeing large-scale global mobile product (40+ countries) with millions of daily users. Promote our product across other product groups and to executives. Challenge a dominant competitor and encourage team to create a superior product. Work with engineering and product leads to define product roadmap.

Designed mobile search applications for all major mobile phone platforms: Blackberry, iPhone, Android, Symbian and Windows Mobile. Apps featured voice input, location awareness and search assistance. Worked with overseas development teams to develop the products.

Senior User Experience Designer, Connected TV, 2007 – 2008

Designed user interaction framework for TV widgets – an interactive web feature for HD televisions. Product is integrated into offerings from major TV manufacturers such as Sony, Visio and Samsung. Led design team through reviews of multiple design concepts and developed prototypes to test various approaches. Integrated insights found during user research. Resolved design impasses within team and across parent group.

Design Consultant

Fuji-Xerox Palo Alto Labs

UI Design Consultant, 2007

Designed user interface for new imaging technology being developed. Created designs for web applications as well as Fuji branded photo kiosks. Worked with engineers to develop blue-sky concepts into implementable features in photo kiosks and online site.

Google

User Experience Designer, 2006 –2007

- Lead designer for two releases of Google Book Search, both releases resulted in large increases in site traffic.
- Oversaw three releases of the Book Search publisher management system – participation in the program more than tripled following the design changes.
- Designed Google-branded java application for batch uploading large files.
- Designed Google Patent Search, based on the Books Search UI, the product earned praise from many sources including the US Patent Department.
- Designed several new features for a TV search product with a team of interactive TV veterans.

AKQA (Staff)

Lead Interaction Designer 2005–2006

Lead the interaction design for Microsoft's television-based social networking product. Created a variety of proposals for product, oversaw initial builds of a prototype and supervised visual design. Presented designs to Microsoft executives and integrated user research findings from MS researchers.

Design Consultant**Microsoft**

Designer, 1997–2005

Interface design for co-branded LG DVR/DVD-R based on the Media Center Edition product family. This set top box running on Windows CE also enabled playback of music, pictures, and video on home networks. Bill Gates unveiled the product during his keynote address at the International Consumer Electronics Show 2005.

Interaction and visual design for an application on WebTV that allowed novice users to build a web site. The application required a very intuitive user interface for an audience with no web skills. The development team overcame many hardware limitations. A major success, it's still a legacy application in MSNTV.

Designed first ever TV based version of the MSN Instant Messenger service.

Ravisent / Teknema

Designer, 1999–2001

Redesigned user interface for TV based set top box featuring full web access and e-mail. Improved design led to improved sales, thousands of units were sold to major telecom companies in South America and Europe.

Redesigned the interface for an early Internet telephone system.

Eastman Kodak

Designer, 1998

Led the development and design of TV based photo sharing application — This proof-of-concept application was designed to allow an older non-technical audience the ability to easily post and share photo albums on the Internet via a simple television interface.

Created designs for a low-cost set top box to edit, share and send photos over the Internet. Created comprehensive wire-frame outlines for the interface and developed several visual designs for the product.

AOL

Lead Designer, 1994 –1996

Implemented newly acquired tools and technologies, with the goal of delivering a rich media experience over dialup bandwidth. Designed sites for high profile media properties making their first foray into the online world, including: *The Late Show with David Letterman*, *Road & Track Magazine*, *Car and Driver Magazine*, and *Marvel Comics* – winner of the coveted AOL User's Choice Award two years in a row.

Oversaw major redesign of AOL channels for client version 3.0 including the creation of graphics standards and consistent advertising placement and sizing. Subscriptions almost tripled the year after the release of client 3.0.

Education:

Bachelor's Degree - Florida State University – School of Visual Art and Design, 1988

Project Management for Multimedia – San Francisco State University, 1994

Volunteer work:

Organization for Security and Cooperation in Europe (OSCE) 1997–2007

Volunteer with the OSCE *Office of Democratic Institutions and Human Rights*, supervising and observing over a dozen elections in postwar and newly democratic countries. The OSCE is the largest regional security organization in the world with 55 participating States from Europe, Central Asia and North America. It is active in early warning, conflict prevention, crisis management and post-conflict rehabilitation and democratization.