

Jon Kolko | Interaction Designer

<http://www.jonkolko.com>
jkolko@gmail.com

“One of the most significant design principles is to omit the unimportant in order to emphasize the important. The time has come for us to discover our environment anew and return to the simple basic aspects ... products should be well designed and as neutral and open as possible, leaving room for the self-expression of those using them”

Dieter Rams, 1984.

Skills and Interests Creative Direction and Design Management

Able to conceptualize complicated systems and ideas in visual format. Strong and detailed ability in written and visual documentation creation and project facilitation. Able to lead groups in focused brainstorming, and in visual synthesis exercises.

Experience as a creative lead, a studio “culture” lead, as well as an individual project contributor.

Design Research & Synthesis

User-centered design process, emphasizing contextual user research for insights and innovation building, and usability testing for validation. Skilled in contextual inquiry, observation, cultural probes, and other ethnographic methods of understanding the culture in which products are experienced. Heuristic evaluation, Think Aloud Protocol, and other

testing methods are used to ensure usability. Able to synthesize and translate research into functional design strategy through the use of personas, scenarios, task flow creation and analysis, and visual flow diagrams.

Interaction Design & Information Architecture

Able to quickly map user research findings to user interface design through the use of rapid prototyping, user feedback and iteration. Various prototyping skills, including extensive use of HTML, Javascript and css. Also skilled in various prototyping tools, such as Flash.

Experience with various web-based development and scripting technologies, including jQuery, JSP, PHP/MySQL, and XMLHttpRequest based software development.

Industrial Design and Communication Design

Understanding of product form development; deep interest in the human relationships forged between people and products. Familiarity with color and type principles, and composition and layout theory. Software skills include the Adobe suite of

software (Photoshop, InDesign, Illustrator, Flash, After Effects). Clear understanding of web-ready design principles as well as print and digital pre-press design principles.

Additional Interests

Interested in philosophy, education, ethics, wheel-thrown ceramics, body modification, literature and psychology.

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Experiences **frog design**

Associate Creative Director
April 2009 - (ongoing)

Creative lead, managing multifaceted projects for various clients. Led teams in the development of creative and strategic solutions to complicated business problems. Drove all aspects of business development, selling programs averaging \$500,000. Worked in a leadership role on projects ranging from 2 weeks to 6 months in duration. Mentored and managed junior designers. Participated in interviewing and hiring process. Led educational brown-bags on various tactical design activities.

frog design

Senior Design Analyst
July 2007 - April 2009

Lead interaction designer. Creative lead, developing and designing interaction design solutions for various clients. Engaged with both enterprise and consumer design activities. Led teams in the development of user requirement specifications, personas, scenarios, flowcharts, wireframe design prototypes, interactive prototypes, conceptual models, and process flow diagrams. Worked directly with various stakeholders to manage business and technical constraints, in order to produce usable, useful and desirable design solutions to complex problems.

Clients included Cisco, Sandisk, HP, Microsoft, Sprint, AT&T, and other leaders of the Fortune 500.

Savannah College of Art & Design

Professor, Industrial & Interaction Design
October 2002 - June 2007

Developed and delivered lecture and studio course content for classed in both Industrial and Interaction Design, at both an undergraduate and graduate level. Primarily focused on building the new program in Interaction Design, integrating traditional HCI methodology with emerging issues of behavior and "experience design". Worked with administration to develop various industry-related initiatives, including quarter-million dollar financial grant proposals with CIBA Vision, sponsored classes with Adobe Systems Inc, and guest lectures from companies such as Ziba and Electrolux.

Grew the undergraduate Interaction Design minor from 0 students to 36 students; achieved nearly 100% placement of Interaction Design alumni in industry. Assisted and mentored graduate students in the creation of thesis documents; drove an academic, user-centered approach towards research and literacy within the department's graduate and undergraduate population.

Proposed M.Des, Interaction Design. Proposed and was responsible for the entire undergraduate Industrial Design curriculum revision and master plan development (including the development of the present undergraduate course sequencing, structure, outcomes and goals). Participated in Program Assessment activities and Graduate Admissions activities.

Chair, Emerging Technology Council
Member, Student Media Council
Faculty Advisor, Design Student Club

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Experiences, Continued HeartClick, LLC

Interaction Designer & Integrator
April 2002 - September 2002

Developed mockups, clickthrus, and prototypes for heartClick's consumer facing dating site based off original marketing style guides and visual mockups. Created all cross-browser HTML & Javascript; integrated static pages with JSP and Struts to mesh business logic with display pages. Pushed a user-centered design process, testing with real users, and provided business insight to increase appeal of the site.

Contextual

Interaction Designer
September 2001 - March 2002

Developed task flow analysis, site creation, information architecture, navigation and visual design for Contextual's collaborative demand planning, visibility, and optimization applications. Balanced absurd time schedules with limited development resources to create iterative versions of the web-based software. Tested with users and business owners to ensure both usability and business applicability. Participated in the end-to-end product development cycle, including creation, testing and live global deployment to over 400 users.

Trilogy Software

Interaction Design Consultant
December 2000 - September 2001

Developed interaction design specifications and solutions for Fortune 500 eCommerce clients. Worked with developers, pre-sellers, clients and users to create high end, unique product solutions under tight deadlines. Tested solutions with end users to ensure usability & appeal. Clients included FordDirect, Nissan, SUN, IBM, and HP.

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Education Carnegie Mellon University

Masters, Human Computer Interaction (MS, Computer Science)
December 1999 - December 2000

Capstone project was an eight month investigation into a "Texas Instruments Connected Classroom". Ultimately helped to inspire Texas Instrument's "TI-Navigator".

Carnegie Mellon University

Bachelors, Industrial Design (BFA)
September 1996 - May 2000

Double major in industrial design and human computer interaction (BFA). Graduated with university honors, Phi Beta Kappa.

Community Interactions Magazine,

Editor-In-Chief
June 2007 - (ongoing)

Responsible for editing Interactions Magazine, the premier publication of Interactions and the official magazine of ACM's SIGCHI.

IxDA Board of Directors,

November 2008 - (ongoing)

Responsible for thought leadership in the push to formalize an IxDA curricula and educational standards for both university level as well as K-12 academia.

IxDA 2011 Conference,

Conference Chair
To be held in February 2011

Tangible, Embedded, and Embodied Interaction 2010 Conference,

Explorations Co-Chair
To be held in January 2010

Creativity & Cognition 2009 Conference,

Program Committee
To be held in October 2009

CHI 2009 Conference,

Co-Chair, Student Design Competition
Associate Chair, Design Subcommittee, Papers & Notes
April 2008 - April 2009

Responsible for managing the student design competition for the 2009 Computer/Human Interaction Conference, be held from April 5th through April 9th, 2009, in Boston.

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Community, Continued **CHI 2008 Conference,**

Co-Chair, Communications
Co-Chair, Student Design Competition
February 2007 - May 2008

Responsible for managing communications and the student design competition for the 2008 Computer/Human Interaction Conference, held from April 7th through April 10th, 2008, in Italy.

CHI 2007 Conference,

Co-Chair, Design Community
April 2006 - May 2007

Responsible for planning and managing the Design Community for the 2007 Computer/Human Interaction Conference, held from April 28th through May 3rd, 2007, in San Jose.

Selected Publications

Kolko, Jon [Thoughts on Interaction Design](http://www.thoughtsOnInteraction.com/). Published by Brown Bear LLC, March, 2007. ISBN 0978853806.

<http://www.thoughtsOnInteraction.com/>

Kolko, Jon (2008), "The Tenuous Relationship Between Design and Innovation". In Artifact Volume 1, Issue 3, a journal investigating the impact of computerization on design.

<http://www.informaworld.com/smpp/content--db=all?content=10.1080/17493460701812129>

Kolko, Jon (2007), "Information Architecture and Design Strategy: The Importance of Synthesis during the Process of Design". In the 2007 Industrial Designers Society of America Conference proceedings.

<http://www.jonkolko.com/writingInfoArchDesignStrategy.php>

Kolko, Jon (2007), "Information Architecture: Synthesis Techniques for the Muddy Middle of the Design Process". In the 23rd International Conference on the Beginning Design Student Proceedings.

<http://www.jonkolko.com/writingInfoArchAsSynthesis.php>

Kolko, Jon (2005), "The Increasing Case for Literacy in Academia". In the 2005 Industrial Designers Society of America Eastman Educational Conference proceedings.

<http://www.jonkolko.com/writingDesignAsCom.php>

Kolko, Jon (2005), "New Techniques in Industrial Design Education". In the 6th International Conference of the European Academy of Design proceedings.

<http://www.jonkolko.com/writingNewTechniques.php>

Kolko, Jon and Michael Tseng (2005), "TRIBA: A Cable Television Retrieval and Awareness System" In the 2005 Computer/Human Interaction Conference proceedings.

<http://doi.acm.org/10.1145/1056808.1056858>

Kolko, Jon (2004), "Mixing Disciplines in Anticipation of Convergence: A Curriculum for Teaching Interaction Design to Industrial Designers" In ACM's Interactions, v11 / issue 4.

<http://doi.acm.org/10.1145/1005261.1005272>

Kolko, Jon and Ashley G. Menger (2003), "User Driven Brand Design: Establishing a Convergent Brand Experience" In the American Institute of Graphic Arts's Tweak, Q4/2003.

<http://www.jonkolko.com/projectFiles/writing/tweak.pdf>

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- Selected Presentations**
- Forthcoming - "Predicting – and avoiding – the commoditization of design research".
To be presented at the 2009 IIT Design Research Conference.
 - 5/2/2009 - "A New Global Design Intellectualism".
Presented at the 2009 Industrial Design Society of America Mideast Conference.
 - 3/15/2009 - "Creative Employment Confab @ SXSW, March 2009".
Presented at the 2009 South By Southwest Conference (SXSW).
 - 3/6/2009 - "Methods of Design Synthesis".
Presented at the 2000 ASU Design Research Conference.
 - 2/6/2009 - "User Experience Design is a Bunch of Horseshit".
Presented at Simon Fraser University.
 - 2/5/2009 - "Interaction Design Synthesis: Translating Research into Insight".
Presented at the 2009 Interaction Design Association Conference (IXDA).
 - 9/19/2008 - "Methods of Design Synthesis".
Presented at the 2008 IIT Design Research Conference.
 - 9/11/2008 - "Designing in The Face of Change: The Elusive Push Towards Emotionally Resonate Experiences". Presented at the 2008 Industrial Designers Society of America Conference.
 - 4/9/2008 - "interactions magazine".
Presented at the 2008 Computer/Human Interaction Conference.
 - 3/23/2008 - "Design Synthesis".
Presented at Carnegie Mellon University.
 - 2/8/2008 - "Information Architecture and Design Strategy: The Importance of Synthesis during the Process of Design". Presented at the 2007 Industrial Designers Society of America Conference.
 - 5/2/2007 - "The CHI Design Community"
Presented at the 2007 Computer/Human Interaction Conference.
 - 4/21/2007 - "Information Architecture is Design Synthesis"
Presented at the 2007 Industrial Designers Society of America Northern Regional Conference.
 - 3/20/2007 - "The Role of Visual Data Organization in Requirement Mapping and Definition".
Presented at Carnegie Mellon University.
 - 3/2/2007 - "Information Architecture: Synthesis Techniques for the Muddy Middle of the Design Process (and a hot new profession for students entering the job market)". Presented at the 23rd International Conference on the Beginning Design Student

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Selected Presentations, Continued 4/26/2006 - “The CHI Design Community”
Presented at the 2006 Computer/Human Interaction Conference.

3/22/2006 - “Language, Poetry and Interaction Design”
Presented at Carnegie Mellon’s HCI Seminar Series.

8/22/2005 - “The Increasing Case for Literacy in Academia”
Presented at the 2005 Industrial Designers Society of America Eastman Educational Conference.

Theses and Projects Supervised

Gamboa, Jose, MFA Industrial Design Thesis. **The Pejibaye Project: Fostering Ecological Practices and Economical Development for the Communities of Costa Rica**, 2005 (Supervised jointly with Professor Robert Fee).

Merrick, Laura, MFA Industrial Design Thesis. **Flip Flop the Manufacturing Process of Flip-Flops: A Comprehensive Thesis Exploring Sustainable Manufacturing of Quotidian Objects**, 2005 (Supervised jointly with Professor Robert Fee).

Kashuba, Joel, MFA Industrial Design Thesis. **The Chrysalis Project: Investigating Human Relationships with Household Appliance Interfaces**, 2004 (Supervised jointly with Professor Heather Bailey).

Menger, Ashley G, MFA Industrial Design Thesis. **The Search for a Teenage Girl’s Identity: Creating a Brand for Self-Esteem. An Experience-Based Research Methodology to Ensure Products of Cultural Resonance**, 2003 (Supervised jointly with Professor Robert Fee).

Danhope Smith, Stefanie and Payaal Patel, CHI 2005 Student Competition second place: **Pollen, Promoting the Exchange of Meaningful Objects**.

Nemes, Tyler, Michael Albers, Steven Aboud, CHI 2004 Student Competition first place: **iVO, A Proposal to Introduce Audience Participation in the Olympic Games**.

Lin, Erin, MFA Interactive Design Thesis. **Reusability of Interactive Elearning Engines Created in Macromedia Flash**, 2004 (Supervised jointly with Professor Josephine Leong).

Willes, Kenneth, MFA Interactive Design Thesis. **Web Accessibility and Usability Solutions for Data Mining Agents: An Effective Strategy for Virtual Education**, 2004 (Supervised jointly with Professor Josephine Leong).

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Classes Developed and Taught At the Savannah College of Art & Design

IDUS215 Contextual Research Methods

This course presents the techniques necessary to conduct relevant and useful research of a novel domain in context. Students gain knowledge and expertise to contribute to the design process in user-centered products and systems in which user, goals and task needs are given primary importance.

IDUS250 The Development of Product Form

A sequence of short projects provides students with an opportunity to investigate the design issues associated with familiar mass-produced products and to gain an understanding of design methodology. Projects are developed to enhance working knowledge of the importance of form, and the impact and relevance of visual and physical design decisions.

IACT315 Human/Computer Interaction

This course presents the principles of human/computer interaction. Students gain knowledge and expertise to contribute to the design process in computer-based, user-centered systems. Students evaluate the usability of interactive systems in fulfilling the requirements of their users.

IACT317 Interactive Product Design

This course focuses on the issues related to the aesthetics of digital media within a nonlinear environment. Students are introduced to design problems in various disciplines through the use of current authoring techniques and technologies.

IACT370 Information Architecture

This course provides an overview of an important graphic and interaction design specialty and includes selected studio projects that emphasize visual problem solving. Students learn to translate complex data into clear, visually dynamic solutions. Types of data can include statistical content, representing sequences that occur in space and time.

IACT435 Interaction Design Studio

Students undertake work that presents complex interaction design problems and propose their own design briefs for a major piece of work. The project offers students an opportunity to synthesize understanding and method in interaction design.

Classes Developed and Taught At University of Texas at Austin iSchool

INF385T Information Design Studio

This studio course provides an overview of an interaction design subspecialty relating to the design of information, through methods of visual problem solving. Students learn to translate complex data into clear, visually dynamic solutions, and learn an iterative process for solving problems relating to information architecture and information design. This course complements study in topics of corporate and enterprise software design, wayfinding, print design, and product design.

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Evaluation of Teaching Performance The following summarizes the quarterly faculty evaluations conducted in the classroom over a period of four years. Students responded to each question with a score of 1-5; 1 indicates “strongly agree”, while 5 indicates “strongly disagree”.

In all cases, n = 430 students spread over 51 classes.

1. The professor was well prepared for class and used each class meeting effectively.	average score: 1.3 standard deviation: .5789
2. The professor was enthusiastic about the subject and teaching.	average score: 1.22 standard deviation: .4783
3. Class discussion and participation was encouraged.	average score: 1.2 standard deviation: .4462
4. Class lectures and demonstrations were presented clearly.	average score: 1.3 standard deviation: .6144
5. The professor demonstrated command of the subject matter.	average score: 1.255 standard deviation: .51
6. I received feedback regarding exams, projects and assignments in a timely manner.	average score: 1.334 standard deviation: .5536
7. The professor presented course content in ways that promoted learning.	average score: 1.341 standard deviation: .626
8. I would recommend this professor to other students.	average score: 1.354 standard deviation: .6914