

# Jon Kolko | Interaction Designer

**web** <http://www.jonkolko.com>

**email** [jkolko@gmail.com](mailto:jkolko@gmail.com)

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## **Skills and Interests** **Design Education**

Able to teach complicated design thinking concepts, theories, skills, methods and ideas to students of all ages and backgrounds.

Experienced in running and facilitating large and small creative development sessions, and in encouraging group learning.

## **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, visual flow diagrams, reframing, semantic and temporal zoom, and other methods of synthesis.

## **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** Austin Center for Design

Director & Founder

August 2009 - (ongoing)

The Austin Center for Design exists to transform society through design and design education. This transformation occurs through the development of design knowledge directed towards all forms of social and humanitarian problems.

The Center offers an integrated approach to innovation incubation that repositions creative design education in the context of designing for the public sector. Students learn the interdisciplinary

skills of creative design thinking, as applied to solving complicated problems of society and culture.

These skills broadly include divergent thinking, ideation, visualization, synthesis, prototyping, and the managing of complexity and data organization. Students use these skills to develop systems, services, products, and new business models that address pressing social issues.

## **MEDEA Malmö University**

Entrepreneur-in-residence

May 2010 - June 2010

Guest lecturer and project consultant, focused on fostering social innovation practices that are financially sustainable. Activities included formal

guest lectures, a weekly faculty, student and researcher discussion series, and engagement with faculty and sponsored projects and programs.

## **frog design**

Associate Creative Director

April 2009 - (ongoing)

Creative lead, managing multifaceted projects for various clients. Led research, ideation, and execution-driven teams in the development of creative and strategic solutions to complicated business problems. Worked with director and executive-level stakeholders at AT&T, Disney, and HP. 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, Disney, Sprint, Nielsen, AT&T, and other leaders of the Fortune 500.

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## **Experiences, Continued 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". Grew the undergraduate Interaction Design minor from 0 students to 36 students; achieved nearly 100% placement of Interaction Design alumni in industry.

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).

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.

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. Participated in Program Assessment activities and Graduate Admissions activities.

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

## **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.

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## **Experiences, Continued** **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.

## **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. Dramatically shifted focus towards social entrepreneurship, culture, and society.

## **Interaction Design Association (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.

## **Interaction Design Association (IxDA) 2011 Conference,**

Conference Chair

To be held in February 2011

## **Tangible, Embedded, and Embodied Interaction 2010 Conference,**

Explorations Co-Chair

January 2010

## **Creativity & Cognition 2009 Conference,**

Program Committee

October 2009

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## **Community, Continued** **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, held from April 5th through April 9th, 2009, in Boston.

## **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:** **Books** Kolko, Jon [Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis](#). To be published by Oxford University Press in December, 2010.

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

Kolko, Jon. Contributor in William Lidwell and Gerry Manacsa's [Deconstructing Product Design](#). Published by Rockport Publishers, September, 2009. ISBN 978-1-59253-345-9.

Kolko, Jon [Thoughts on Interaction Design](#). Published by Brown Bear LLC, March, 2007. ISBN 097-8853806. Republished by Morgan Kaufmann, October, 2009. ISBN 978-0123786241.  
<http://www.thoughtsoninteraction.com/>

## **Selected Publications:** **Journals & Conferences** Kolko, Jon (2010), "Sensemaking and Framing: A Theoretical Reflection on Perspective in Design Synthesis". Published in the proceedings of the 2010 Design Research Society International Conference, Design & Complexity. <http://www.dr2010.umontreal.ca/>

Kolko, Jon (2009), "Abductive Thinking and Sensemaking: The Drivers of Design Synthesis". Published in MIT's Design Issues, 26:1, Winter 2010. <http://www.mitpressjournals.org/doi/abs/10.1162/desi.2010.26.1.15>

Kolko, Jon and Matt Schoenholz (2009), "Designing in the Face of Change: The Elusive Push Towards Emotionally Resonant Experiences". Published in Taylor & Francis' The New Review of Hypermedia and Multimedia, Volume 15, Issue 2, August, 2009.  
<http://www.informaworld.com/smpp/content~db=all?content=10.1080/13614560903204646>

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>

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## Selected Publications

### Continued

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>

## Selected Presentations

Forthcoming, on 10/4/2010 - "Formalizing Educational Strategies that Leverage Design". A panel, at the Social Capital Markets 2010 conference.

7/13/2010 - "Sensemaking and Framing: A Theoretical Reflection on Perspective in Design Synthesis". Presented at the 2010 Design Research Society International Conference, Design & Complexity.

6/18/2010 - "The Phenomonon of Synthesis". Presented at TEDx Creative Coast, in Savannah, GA.

5/18/2010 - "Right Time, Right Place: Applying the discipline of design to the emerging problems facing society". Presented at the Copenhagen Institute of Interaction Design.

5/7/2010 - "Right Time, Right Place: Applying the discipline of design to the emerging problems facing society". Presented at Malmö University's MEDEA Talks series.

3/1/2010 - "How to graduate from college and get a sweet job making boatloads of money and building really cool products". Presented at University of Illinois at Urbana-Champaign's Design Matters series.

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## **Selected Presentations, Continued**

2/5/2010 - "My heart is in the work".

Keynote, presented at the 2010 Interaction Design Association Conference (IXDA).

10/2/2009 - "Predicting – and avoiding – the commoditization of design research".

Presented at the 2009 IIT Design Research Conference.

9/25/2009 - "Predicting – and avoiding – the commoditization of design research".

Presented at the 2009 IDSA National 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.

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## **Selected Presentations,**

### **Continued**

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

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).

Medin, Kristin, MFA Industrial Design Thesis. **Industrial Design and Emerging Industries: Commercializing the Private Spaceflight Industry**, 2009 (Supervised jointly with Professor Robert Fee and Professor Paul Hudson).

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 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.

### **INF385T Methods of Design Synthesis**

This course provides an overview of design synthesis methods – techniques used in the design process to make sense of large and complicated problem spaces, in an effort to design usable, useful and desirable solutions. Students learn how to conduct contextual research in order to gather raw data, and how to transform that data into powerful insights for design. This course complements study of information architecture, interaction design, software design, and other forms of product design.

## **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.

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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 at Savannah College of Art and Design. 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.

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