

# Dave Chiu

Design Strategy, Services, & Interactions

e dave@d4v3.net  
w www.d4v3.net

## Profile

As an interaction and service designer, I focus on design strategy and concept development. I have extensive experience working with interdisciplinary, multi-national teams on projects with short timelines. My interests include sustainability, reputation, & health, and the connections between design and business.

## Experience

<b>Visiting Scholar</b>	Mobile Experience Lab, MIT Cambridge, MA. July 2007 - present	Producer in MIT collaboration with Cisco Systems and the Clinton Global Initiative to develop innovative visions of sustainable public transportation. Roles included: managing a team of five, client liason, concept developer, project manager. Teaching Assistant to Bill Mitchell & Federico Casalegno.
<b>Freelance Interaction Designer</b>	Experientia Fjord  London, UK. July 2006 - July 2007	Researched best-in-class Mobile 2.0 technology and services. Developed content for online deliverables and final presentation to client.  Pitched for and secured venture capital for sustainable startup. Developed service concept and business models.
<b>Interaction Designer</b>	Hitachi France Telecom Mattel Orange UK Design Council Treehugger.com  Italy, UK, & USA. September 2004 - June 2006	Worked with several large companies to design locative media applications for mobile devices, data-storage metaphors for next-gen hard drives, reputation economies leveraging ubiquitous digital identities, play experiences for the next generation, and a service enabling healthy food lifestyles. Project work included service design, physical computing, and GUI design utilizing experience prototyping, bodystorming, & futurecasting.  Additionally, exhibited two projects at Salone del Mobile 2006 in Milan, Italy; won a UK design competition held by Sponge; blogged about energy efficiency for the UK Design Council's RED group; and conducted interviews for TreeHugger.com.
<b>Advanced Technical Writer</b>	Altera Corporation San Jose, CA. August 2000 - August 2004	Project lead, information architect, GUI designer, and user-advocate on various internal and external projects. Developed internal project-management application, redesigned and implemented navigation interface for on-line Tutorial, redesigned Help application and internal processes of Software Documentation Group, designed and implemented software solution for automated maintenance of on-line Help application.
<b>Fund Raiser</b>	American Lung Association Big Ride Across America June 15 to August 1, 1998	Raised over \$7,000 for the American Lung Association and bicycled over 3,500 miles across the United States in 48 days.

## Education

**Masters, Interaction Design**, June 2006, Interaction Design Institute Ivrea, Ivrea, Italy

**Bachelor of Arts, English**, Cum Laude, May 2000, University of Delaware, Newark, DE, USA

*Honors:* Phi Beta Kappa

Basic knowledge of German and Italian

## Skills

<b>Design Tools:</b>	Experience-, video-, & physical prototyping; futurecasting; scenario & persona development; bodystorming; user research & ethnography; interviewing; storyboarding
<b>Software:</b>	Adobe CS3, OmniGraffle, Visio, iMovie, Final Cut, HTML, CSS, Microsoft Office
<b>Other:</b>	Guest critic, Harvard Graduate School of Design & Stevens Institute of Technology; Organizer, CookCamp, San Francisco, February 2007