



RACHEL HINMAN

User Experience Research, Strategy, and Design

768 Calderon, Apt. A | Mountain View, Ca 94104
www.rachelhinman.com | (415) 279 - 8131 | rachelhinman@gmail.com

EXPERIENCE

Nokia

Senior Research Scientist, *October 2009 - Present*

Part of team focusing on the research and design of emergent and experimental mobile user interfaces. Research interests include:

- Mental models and metaphors
- Mobile user experience
- Mobile prototyping methods
- Mobile money systems in emerging markets
- Convergence and new mobile forms
- Growth Market User Experience & User Interface (Africa & India)

Adaptive Path

Experience Design Director, *September 2008 - September 2009*
Mobile Design Strategist, *October, 2006 - September 2008*

Responsible for creative leadership on mobile prototyping and interaction design projects. Act as lead designer and project lead on mobile interaction projects. Scope, plan and conduct international contextual mobile research initiatives for clients. Responsible for scoping and resourcing mobile projects. Lead sales efforts for mobile research and design projects. Recruit, hire, mentor and train practitioners for field research and interaction design projects. Establish thought leadership and expertise in the mobile user experience domain.

Yahoo! Mobile

Design Strategist, *September 2005 - October 2006*

Lead five-month U.S. and European contextual ethnographic research study on mobile phone usage. Lead analysis and synthesis of qualitative and quantitative research data. Translate research insights into actionable design principles. Collaborate with product managers to create mobile products and services. Create wireframes for mobile applications and WAP decks. Design and prototype mobile advertising pilots. Collaborate with advertising sales and engineering to create Yahoo mobile advertising standards.

EDUCATION

Institute of Design

Master of Design, December 2004
Emphasis: Design Planning, Research and Interaction Design
Honors: Four-Semester Fellowship Recipient

Teaching Assistant - Observing Users, Fall 2004
Assist in the teaching of ethnographic research methods to first-year graduate students.

Jump Associates

Design Strategist Intern, *January - August 2005*

Lead qualitative research studies such as field interviews, retail audits, and collaborative design sessions. Frame research into actionable insights that can influence product and service design and business strategy. Plan and facilitate client workshops and brainstorming sessions.

IDEO

Transformation Practice Intern, *June - August 2004*

Act as a facilitator in client workshops that teach aspects of the IDEO innovation process. Demonstrate and teach methods such as user observation, brainstorming and rapid prototyping to clients. Support the development of prototypes for client project work.

Microsoft

Product Design Contractor, *Summer 2003*

Using a range of user-centered research and design methods, collaborate with multi-disciplinary team to brainstorm concepts and prototype tablet PC applications for students.

Product Design Contractor, *Fall 2001 through Spring 2003*

Work with internal multi-disciplinary team to translate business and technical requirements into user experiences for Microsoft TV initiatives.

KPMG Consulting/Metrius

User Experience Lead, *September 1998 - April 2001*

Create interaction and visual design for web sites and interface systems for clients ranging from Fortune 50 companies to small startups. Lead a team of designers in creating, evaluating and improving the user experience of software products, interactive systems and web sites. Write proposals, generate project budgets and timelines. Lead creative pitches and client presentations.

University of Iowa

Bachelor of Fine Art, 1996
Emphasis in Graphic Design and Painting.

Temple University - Tyler School of Art
Semester of Study Abroad in Rome Italy, July - December, 1995.
Advanced Coursework in painting, drawing, and Italian Art History and Design.



SPEAKING

Web Visions 2011

Portland, OR - May 2011
The Mobile Frontier

Web Directions Unplugged

Seattle, WA - May 2011
Mobile Prototyping Essentials Workshop

UX Hong Kong

Hong Kong - February 2011
Mobile UX Essentials Workshop

Interactions 11

Boulder, CO - February 2011
Mobile UX Essentials Workshop

Silicon Valley IxDA/BayCHI

Palo Alto, CA - January 2011
Mobile UX Essentials

UX Australia 2010

Melbourne, Australia - August 2010
Mobile UX Essentials Workshop

The Usability Professionals' Association Conference Designing for Cultural Diversity - 2010 Keynote

Munich, Germany - May 2010
Technology as a Cultural Practice
<http://tinyurl.com/32lrwy2>

CHI, 2010 Work in Progress Poster Presentation

Atlanta, Georgia - April, 2010
*Opportunities and Challenges for Mobile Money Services
in Rural Uganda*

UX Week 2009

San Francisco, California - August, 2009
Mobile User Experience: What Web Designers Need to Know

Invited Speaker: Samsung All-Hands Meeting

Dallas, Texas - August, 2009
*Failures of Imagination: The Role of Research
in Mobile User Experience*

MEX: Mobile Experience Conference

London, England - May, 2009
*Failures of Imagination: The Role of Research
in Mobile User Experience*

Beyond the Desktop Panel Discussion

San Francisco, California - April 2010
<http://tinyurl.com/clpabu>

Exposed: A Design Research Exchange

Tempe, Arizona - March 2009
See, Sort, Sketch Workshop with Kate Rutter

Web Directions North

Denver, Colorado - February, 2009
Mobile User Experience: What Web Designers Need to Know
<http://tinyurl.com/dmjbcn>

Mobile User Experience Conference

London, England - November, 2008

Mobilize - Mobile User Experience Panel

San Francisco, California - September, 2008
<http://tinyurl.com/c6fc4b>

Mobile Monday

Amsterdam, Netherlands - September, 2008

UX Week 2008

San Francisco, California - August, 2008
Lessons from Oz: Designing for the Mobile Experience
Presentation: <http://tinyurl.com/2cwuzxc>
Video: <http://vimeo.com/3327288>

Managing Experience

San Francisco, California - April 2008
Emergent Trends in Mobile User Experience

CHI, 2008 Case Study Presentation

Florence, Italy March 2008
*They Call it Surfing for a Reason: Identifying Mobile Internet
Needs through PC Deprivation*
<http://tinyurl.com/2d7wq9h>

UX Week 2007

Washington D.C. - August 2007
Mobile Research Techniques

Mobile Persuasion

Palo Alto, California - February 2007
Stuck in the Roundabout: Mobile Internet Usage

WRITING

Author of: *The Mobile Frontier:
A Guide for Designing Mobile Experiences*

Published by Rosenfeld Media
Expected Publication: Fall of 2011
<http://tinyurl.com/6kexxjd>

Contributing Author for: *Exposing the Magic of Design: A
Practitioner's Guide to the Methods and Theory of
Synthesis*

By Jon Kolko, Published by Morgan Kaufman
<http://www.methodsofsynthesis.com/>



WRITING (CONTINUED)

CHI Work in Progress Paper April, 2010
Opportunities and Challenges for Mobile Money Services in Rural Uganda
<http://tinyurl.com/28wxjdx>

Scroll Magazine October, 2009
Unlocking the Power of Place
<http://tinyurl.com/27bgd2n>

Mobile Literacy Project May, 2009
MobilGlyph: Making Data Tangible
<http://tinyurl.com/ohfysf>

Steampunk: A Mobile Device Concept for Rural India
<http://tinyurl.com/qqaujp>

Interactions Magazine January - February, 2009
90 Mobiles in 90 Days: A Celebration of Ideas for Mobile User Experience
<http://tinyurl.com/cm8sg6>

Wireless Informatics Forum January - February, 2009
Emergent Mobile User Experience Trends to Watch in 2009
<http://tinyurl.com/bug69k>

Business Week October, 2008
Can T-Mobile Become the Heroic Mobile Carrier We Need?
<http://tinyurl.com/4dycwr>

90 Mobiles in 90 Days June - August, 2008
<http://90mobilesing90days.com/index/>

CHI Case Study:
Presented in Florence, Italy March 2008
They call it 'surfing' for a reason: Identifying mobile Internet needs through PC deprivation
<http://tinyurl.com/c5sfze>

Contributing Author **Mobile Persuasion: 20 Perspectives of the Future of Behavior Change**
<http://tinyurl.com/dk2bxg>

Adaptive Path Mobile Blog Posts
<http://tinyurl.com/dn7vrn>

PATENTS

Charmer Diabetes Management System
Provisional Application #60/955,625

PORTFOLIO

<http://www.rachelhinman.com/portfolio-page.html>