



Mark E. Anderson, M. Des. Product Interaction Designer
125 Burnside Avenue | San Francisco CA 94131 | 415.312.4186
mark@productinterfaces.com | www.productinterfaces.com

OBJECTIVE

To lead the design and specification of empowering product interfaces, using human-centered design practices.

EDUCATION

Institute of Design, Illinois Institute of Technology, Chicago, IL

M.Des. Human Centered Product Design (GPA 4.0), 2003.

Fellowships: Grace Colby, Nathan, Crate & Barrel. Teaching Assistant.

Stanford University, Stanford, CA. B.S. Engineering Product Design, 1989.

EXPERIENCE & RESPONSIBILITIES

Autodesk Inc. San Francisco, California. September 2007 – Present. Senior Product Designer.

- Responsible for design research, prototyping, and assessment. Coordinate design inputs from product management, development, designers, executives, sales/marketing and partner companies.
- Specify innovative SaaS application designs for home design, photorealistic rendering and building & consumer products websites. Establish standards for page layouts, forms and software posture/voice.
- Define interaction guidelines and specification templates.
- Use metrics to re-factor and improve the experience of using software such as Autodesk Design Review, a technical document review application that is downloaded over 300,000 times/month.
- Agile development environment. International teams. Mentored designers in China.
- Skilled in oral and written communication, Adobe design suite, Axure, Microsoft Office and other apps.

McKesson Provider Technologies Louisville, Colorado. January 2005 – July 2007. Interaction Architect.

- Design, prototype, and assess usability of thin-client software used in hospital emergency rooms.
- Observe users in their environment, capture and analyze thousands of observations, synthesize design criteria and conceptual models, translate to visual and physical interaction design, and deliver detailed specifications that are possible to implement to development engineers in short time frames.
- Evangelize human-centered design processes throughout the organization to help shift away from implementation model development to usage-centered design. Drive consistency across applications.

Hach Company, Loveland, Colorado, leading supplier of water analysis equipment. September 1989 – January 2005. User Interface Design Engineer, Industrial Designer.

- Design and specify user interfaces for hand-held analysis instruments, laboratory equipment, networked instruments, and data-logging computer applications.
- Profile users and other customers, analyze their tasks, apply human-centered insights to interaction design, define and construct interactive prototypes, test prototypes with representative users, and apply the results of the testing to improve designs.
- Visit customers in the United States, Germany and France to establish needs and assess product usability.
- Deliver increased ease of use despite increasing product complexity.
- Specify custom keyboard and display artwork and hardware requirements.
- International safety and emissions compliance notice label design.

OTHER ACTIVITIES

- Affiliations: IxDA, UPA, ACM SIG-CHI.
- Board of Directors, Turning Point Center for Youth and Family Development, Fort Collins CO. Helped guide the \$4.6M non-profit organization through over 100% growth in at-risk youth clients served.
- Hiking. Afro-Cuban Drumming. Meditation. Travel – basic fluency in French and German languages.