



**Mark E. Anderson, M. Des.** Product Interaction Designer  
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## OBJECTIVE

To lead the design and specification of empowering product interfaces, using design research to drive innovation.

## EDUCATION

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

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

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

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

## EXPERIENCE

**Autodesk Inc.** San Rafael/San Francisco, California.

September 2007 – Present: Senior Product Designer.

- Lead designer on SaaS application for consumer website. Helped break into a new product space, allowing people to see photorealistic images of different products in rooms. Integrated design processes into an agile development process, and delivered tested designs to the team.
- Lead designer on project to revitalize software for viewing and printing technical documents, which is downloaded over 300,000 times/month. Focus on simplifying access to 2D/3D design files for a wide range of users. Responsible for user research, design prototyping, usability assessment, and coordination of design inputs from product management, development, visual design, and worldwide marketing. Deliver highly regarded product specifications on time, leading to products that fuel excitement in the industry.

**McKesson Provider Technologies**, Louisville, Colorado.

January 2005 – June 2007: Interaction Architect.

Design, prototype, and assess usability of software used by healthcare providers and the patients they serve.

- Design and specify interaction design for software solutions, specifically for hospital emergency departments. Observe users in their environment, capture and analyze observations, identify corresponding general design criteria, translate to visual and physical interaction design, and deliver 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.

**Hach Company**, Loveland, Colorado, leading supplier of water quality analysis equipment.

April 1994 – January 2005: Product Interaction Designer.

- Design and specify user interfaces for Hach instrumentation and software.
- Products: hand-held, laboratory equipment, networked instruments, and applications.
- Capture, analyze, and synthesize data for user-centered design practice.

- 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 across the United States and in Germany to establish needs and assess product usability.
- Balance hardware selection with budgets for optimum ROI.
- Deliver increased ease of use despite increased product complexity.
- Good team member: worked effectively with software/electrical engineers, industrial designers, marketing product managers, and mechanical engineers.
- Good communication/writing skills. Edit technical documentation.
- Promotions: 2000 (Engineer III) and 2004 (Senior Engineer).

September 1989 – March 1994: Industrial Designer

- Specify industrial designs for 10 Hach water analysis systems – user-centered investigation and concept sketching, component planning and organization, renderings, housing design, model making, CAD (Unigraphics). Emphasized ergonomic principles for user interaction design.
- Specify keyboard and label designs for embedded systems. Design analysis and synthesis, engineering specification, artwork generation, and vendor interaction.
- International safety and emissions compliance notice label design.

#### **REFERENCES** – More contact information available on request

Stephen Younge and Tom Schmidt, Development Managers, McKesson Provider Technologies.

Phil Allen, Software Architect and Kyle Herbig, Software Developer, McKesson Provider Technologies.

David M. Kelley <http://www.stanford.edu/group/WTO/people/board/kelley.shtml>

Duane B. McKee, Principal Engineer, In-Situ [www.in-situ.com](http://www.in-situ.com)

Michael McCoy, Dale Fahnstrom, Kei Sato, Vijay Kumar, Chris Conley, Greg Prygrocki, and Sharon Poggenpohl at the Institute of Design, Chicago:

<http://www.id.iit.edu/people/faculty.html>

#### **INFLUENCES**

Edward Tufte: <http://www.edwardtufte.com/tufte/>

Alan Cooper: <http://www.cooper.com/>

Steve Krug: <http://www.sensible.com/>

Larry Constantine: <http://www.foruse.com/about/principals.htm>

Albert Einstein, Mies Van der Rohe, Frank Lloyd Wright. At Stanford, David Kelley, Rolf Faste, Bill Moggridge, Dennis Boyle, Dave Beach.

#### **ACTIVITIES**

- Affiliations: Association of Computing Machinery (Institute of Design SIG-CHI Vice Chairman), IDSA, HFES, Usability Professionals Association.
- Awards: Bronze, Instrument Business Outlook (Hach DR/4000). Honorable mention, International Design Competition 2002 (Grobot mobile plant partitions).
- Board of Directors, Turning Point Center for Youth and Family Development, Fort Collins CO, 1999-2001, 2003-2006. Helped guide the \$4.6M non-profit organization through over 100% growth in at-risk youth clients served. [www.turningpnt.org](http://www.turningpnt.org)
- Enjoy occasional travel. Some fluency with French and German languages.