

STEVE SELZER

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CLIENT PROJECTS

ALCATEL-LUCENT + UPMC Aug 2009 – Mar 2010

Designed telecommunications and procedural knowledge management tool for surgeons consulting and mentoring between operating rooms and across hospitals. Planned and conducted human-centered design research, identified underserved needs of surgeons, synthesized insights into design themes, iteratively prototyped interactions & interfaces, and currently developing communication materials for client.

AFRICA AID Jul 2009 – Mar 2010

Redesigning user experience, improving sense of community, and creating new functionality for MDNet, a free mobile service that connects all doctors in Ghana and Liberia. Conducted ethnographic research and service usability studies in Ghana, synthesized findings, currently user testing and refining design solutions, including a novel text & voice message-based doctor directory service.

GLAXO SMITH KLINE Oct – Dec 2008

Developed web-centered health management service, adding value to GSK's flu vaccine offerings for corporations of 10,000+ employees. Used existing research to synthesize new insights, uncovered latent needs, prototyped service concept, and developed communication materials for client.

GE HEALTHCARE + UPMC Jan – Aug 2008

Developed patented digital pathology workflow and image navigation system. Individual contribution included contextual user research, modeling & synthesis of insights, competitive analysis, interaction & interface design, iterative prototyping, and usability testing. Joint role as design lead & client liaison.

MICROSOFT + MOTOROLA Jan – May 2008

Designed contextually aware mobile system promoting active learning, connecting people with activities through their social network. Individual contribution included design research, opportunity definition, concept creation, information architecture, interaction & interface design, and branding.

UPMC CENTER FOR QUALITY IMPROVEMENT & INNOVATION Aug – Dec 2007

Designed internal service resource of best practices to help hospital manage innovation and transform the design culture. Individual contribution included design research, modeling & communication of findings, concept generation & refinement, interaction & interface design, and project documentation.

PROFICIENCY

HUMAN-CENTERED DESIGN Interviews & Observation • Participatory Design • Conceptual Modeling • Personas & Scenarios • Iterative Prototyping • Usability

DIGITAL Adobe Creative Suite • Microsoft Office • HTML & CSS
Javascript & C++ • Flash & Actionscript

LEADERSHIP

SENIOR INTERACTION DESIGNER

FROG Sep 2010 – Present

Lead problem definition, research, and design; support strategic planning and development; support business development, recruiting, and studiowide efforts; mentor junior designers.

CHIEF CREATIVE OFFICER

SWITCHBOARD May 2005 – Present

Formerly *Africa Aid*, cofounded nonprofit that creates free networks of collaboration in the world's most resource-limited countries, through design-led research, innovation, and strategic partnerships.

PRINCIPAL DESIGNER AND COFOUNDER

PINK DESIGN, LLC May 2008 – May 2010

Cofounded design consultancy that helps clients imagine and create new products and services.

DESIGN CONSULTANT

SCHOOL OF BUSINESS, CARNEGIE MELLON Feb – May 2010

Developed strategic plans and supported design efforts for entrepreneurial startup companies in Designing & Leading a Business graduate course. **ARTIFAX**, a fine art value management service provider; **GO-OP**, a P2P car sharing service; **BEYOND LUCID**, technology solution for ambulance services; **POW! SOLUTIONS**, technology solution for data center cost & power reduction.

ADJUNCT INSTRUCTOR

SCHOOL OF DESIGN, CARNEGIE MELLON Aug – Dec 2009

Developed robust curriculum and co-taught Designing for Service graduate studio course working with Pittsburgh's **POST-GAZETTE**, covering fundamentals of services & design theory. Taught students client project process, design research methods, synthesizing & modeling insights, idea generation, and creating compelling arguments.

EDUCATION

MASTER OF HUMAN-COMPUTER INTERACTION

CARNEGIE MELLON UNIVERSITY Aug 2008

BACHELOR OF SCIENCE, ELECTRICAL ENGINEERING

UNIVERSITY OF CALIFORNIA, SAN DIEGO Jun 2004