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Microsoft

USWEST

SEMOMA



Cheskin

MOTOROLA

Purple Moon

BBC

**Edison
Schools**

MoMA
The Museum of Modern Art

PHOENIX POP

Kristee Rosendahl

Experienced.

Pioneered the field of User Experience.

Since co-founding The Apple Computer Human Interface Group in 1985, and as a principal designer at the Apple Multimedia Lab in San Francisco, Kristee has been practicing, teaching and speaking about this field for 15 years as one of the first visual designers in technology to help shape this practice.

Holds 2 US patents for navigating large databases and manipulating information visually.

Creative.

Designs and delivers award winning products.

As a VP, Director, Creative Director, Art Director, Designer and Manager, Kristee has worked across multiple media platforms and across multiple channels to execute a vision.

She has also worked with some of the best known companies to generate multiple prototypes that envision the future of digital interactivity.

Created an award winning and ground breaking model for community, revenue and branding on the Web in 9 months for Purple Moon, an entertainment brand for girls.

A leader.

Builds and manages new types of teams.

Kristee has built collaborative, cross-functional, world class teams that have delivered both innovative products and groundbreaking processes for development. Her experience enables her to lead, speak to and connect diverse disciplines together with a common language and vision.

As VP at Phoenix Pop, an Internet professional services company, Kristee built and managed the User Experience group in 8 months into what is now the company's core competency.

KRISTEE ROSENDAHL
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Experience Design & Development for our digital world

Ms. Rosendahl brings solid expertise and understanding of how to successfully champion vision and translate it into coherent and implementable design and development plans. She has the proven ability to help define and apply the strategic combination of business rules, technology and product marketing goals into products and supporting services, developed as comprehensive systems.

As a user advocate, she understands and articulates to teams appropriate high-level models of interaction necessary to differentiate, architect and scale the product through the development, communication and service lifecycle.

Her track record in managing processes, people and teams, with the ability to bring working groups – engineering, design, marketing, – together effectively, has resulted in numerous unified and successful business products – on time and on budget.

CAREER HIGHLIGHTS

- 20 years of product development, user interface, design and management for innovative new digital products and applications
- Co-founded The Apple Computer Human Interface Group in 1985, and was a principal designer at the Apple Multimedia Lab in San Francisco
- Published and has spoken internationally over the last 18 years, as one of the original pioneers of User Experience
- Hold 2 US patents for navigating large databases and manipulating information visually
- Designed and delivered multiple award winning products which received the Code, MC ICON, American Center for Design, Cindy Gold and Silver Medals
- As a CCO, VP, Director, Creative Director, Art Director, Designer and Manager, worked extensively in product strategy, implementation and deployment of high performance teams
- Co-developed innovative agile product development processes; allowing design and engineering teams to cooperatively produce high quality products in extremely short development cycles
- Created an award winning and ground breaking model for community, revenue and branding on the Web in 9 months for Purple Moon, an entertainment brand for girls
- As VP at Phoenix Pop, an Internet professional services company, built and managed the User Experience group in 8 months into what became the company's core competency
- Implemented several world-class, collaborative and streamlined UE development processes from concept through market delivery
- Successfully helped focus companies' strategies, business approaches, executed branding and functional specifications for product development, developed team processes and hiring plans in as little as 3 months

PROFESSIONAL EXPERIENCE

VP, Design and Instruction
VP, Product Development
CLASSROOM CONNECT
Summer 2002- Summer 2004

Classroom Connect is an award-winning provider of professional development programs and online instructional materials for K-12 education.

- Developed and delivered highly interactive web-based professional development and classroom applications, face to face programs, and print materials, focused on Reading and Technology Integration in the classroom
- Responsible for managing all aspects of product design; including Content, User Experience, Creative and Media Assets.
- Managed multi million dollar budget, thirty plus staff, workflow, design and production while working collaboratively with engineering, marketing and sales to support and deliver time-to-market products.
- Partnered with other sister companies to provide professional development solutions for multiple Harcourt business units

Product Development & Interface Design Consultant
DANTZ DEVELOPEMENT CORPORATION
Spring 2002

Dantz provides leading edge backup software for Windows® and Macintosh® computers.

- Brought in as the UI expert to lead the redesign of user experience for Dantz's next generation Windows consumer application.
- Worked directly with founder, CTO and VP of Marketing to re-architect the user experience.
- Created new visual interface look and feel for application, integrating user feedback and brand marketing requirements.

Product Development & Interface Architect Consultant
WEBWARE CORPORATION
Fall 2001- Spring 2002

WebWare is the leading provider of Brand Resource Management (BRM) solutions—tools for strategic, systematic management of brand assets. WebWare helps businesses organize, secure, publish, distribute and share brand resources over the web.

- Brought in as the UI expert to lead the redesign of user experience for WebWare Corporation's third generation web-based application.
- Responsible for working closely with engineering, business, sales, and services teams to re-architect the user experience.
- Managed and implemented the user interface development process, from the high-level UI Requirements strategy, through complete working prototype, UI Guidelines and Specifications document and the template-based designs.
- Created new interaction model along with visual interface look and feel for application, integrating user feedback and brand marketing requirements.

Executive VP, Marketing
Chief Creative Officer
CREATIONWARE, INC.
Winter/Spring 2001

CreationWare was a spin-off of Salon.com. The product was "Content Management and Digital Publishing in a Box" for the consumer market with an emphasis on ease of use and a robust "plug and play" solution.

- Responsible for “experience” branding; all the points of contact users, customers, shareholders, employees, partners and visitors have with a company’s space, products, services and communication
- Developed brand strategy, product positioning, and competitive analysis
- Designed and implemented corporate brand identity including logo, tag, image, collateral templates and materials
- Key member of executive management team. Responsible for product vision and effective business solutions through the integration of user experience, creative, engineering, business and marketing strategies.
- Led Product Development by translating the functional requirements of the product into design and interface, architecture and front-end functional specifications
- As User Experience Architect, created Functional Specification of application distributed as integrated online document. Specification consisted of high level maps and model of entire system, task flow diagrams of all user interactions and schematics of all 100 screens comprising the application
- As Product Designer, created visual interface look and feel for application, value-added features and innovative user help system for product

**Strategy & Marketing,
Brand & User Experience Design Consultant
NEXTAURANT, INC.
Winter 2000 - Spring 2001**

A complete end-to-end solution for the aspiring restaurateur, providing all of the expertise, process, tools, products, services, content, and business relationships needed to open and maintain a restaurant with a maximum amount of individuality in a minimum amount of time. This is a pre-funded start-up.

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- As Strategic Consultant, served an integral role in repositioning the strategic direction of the company. Led the creation of a new “pitch pack” based on more focused direction and value proposition
- As Marketing Consultant, led Branding Strategy. Created new identity, collateral and messaging for the company. Applied brand approach to all materials, pitch pack and web site prototype demonstration
- As Product Designer, led Product Strategy for web site and associated media content and videos. Designed and built new web demonstration prototype focusing on branding, functionality, interface and user experience

**Product Development & Interface Architect Consultant
NEXTDOOR NETWORKS
Winter 2000 - Spring 2001**

Networks needed to re-architect their entire platform into a distributed and highly modular approach that could be configured according to customers needs. As Product Development and Interface Architect, delivered:

- A high level model of entire system illustrating how the 15 distributed modules fit together and their relationships to one another
- Diagrams of the front-end user navigation paths through all 15 modules and back-end data flow paths through all 15 modules
- Task Flow diagrams of modules, specifying more detailed entry and exit points, decision points and all possible paths through module

**Vice President, User Experience
PHOENIX POP PRODUCTIONS, INC.
Fall 1999 – Fall 2000**

Phoenix Pop was an Internet professional services firm that worked with entrepreneurs to build successful, innovative and sustainable businesses on the Internet. From 1996 to Spring 2000, Phoenix Pop was focused exclusively on working with start-ups.

- Built the User Experience group at Phoenix Pop in 8 months and positioned it as a core competency and sustainable competitive advantage in the market place
- Implemented a world-class, collaborative and streamlined UE development process from concept through market delivery
- Successfully led the effort to dynamically improve the critical collaboration and partnership between User Experience, Design and Engineering
- A key participant on executive team in new business development and strategic planning for both Phoenix Pop and its partners
- Acted as primary User Experience Project Lead on three projects ensuring 100% client referenceability
- Responsible for the day to day management of 12 people, hiring, training, project resourcing, knowledge sharing, and career growth

Project Manager
CHESKIN RESEARCH
Summer/Fall 1999

Cheskin Research is a leading strategic market research and consulting firm focused on media, lifestyle, branding and trend tracking for companies like Microsoft, AT&T, Motorola, HP, AOL and Herman Miller.

- Lead project management on one of Cheskin's largest projects, a collaboration between Motorola and three leading product design firms focused on the strategic design direction of Motorola's next generation of cell phone products.
- Led the development of an online collaborative environment for designers, managers, marketers and executives to observe, communicate, and work across multiple teams in geographically distant locations.

Director Of Product Development, Online
Director Of Product Development, Merchandise
PURPLE MOON MEDIA, INC.
1996 - 1999

Purple Moon was an entertainment company, for girls 8 to 11 years offering transmedia products; CDROM games, a web site, and related merchandise. Acquired by Mattel.

- Responsible for online and merchandise development strategy, its implementation and integration with revenue, brand and marketing goals
- Designed, managed and launched the award winning Purple Moon Website, on time and on budget, within the first eleven months of company's incorporation
- Also acted as Creative Director, leading the design development of the Website; defining structure, feature set, user interface, branded look and design guidelines
- Designed and implemented an original sponsorship and revenue model to support online business and revenue objectives for the Website based on the collectible treasures as a "sponsored currency"
- Designed and delivered an e-commerce area in six months, included innovative features like Wish Lists and digital "e-ware" to enhance community building
- Determined and delivered all budget planning, forecasting, revenue models and planning models
- Built and managed internal Web team integrating product development, design, production with sales and marketing to insure a coherently focused development approach

- Designed, developed and delivered, in the first 9 months, a complete line of Purple Moon branded “collectible” merchandise
- Worked with CEO to develop strategies for future merchandise, including licensing, brand extensions and “smart toy” products

**Partner & Creative Director
MODULAR ARTS, INC.
1994 -1996**

Modular Arts developed a user interface and application model for highly personalized, interactive information services across consumer platforms.

- Led concept, design, interface and prototyping of clients’ products and services demonstrating Modular Arts’ format for a common currency of media information across platforms
- Clients included: Microsoft, San Francisco MOMA (interactive kiosk is a permanent installation), Post Communications, Inc., USWEST

**President & Creative Director
ROSENDAHL ARTS & DESIGN, INC.
1991 -1994**

Rosendahl Arts & Design provided innovative design solutions for clients’ new digital consumer information products and services.

- Led strategic concept, design, interface, storyboarding, prototyping and project management of clients’ products and services
- Generated prototypes and products for interactive games, networked online collaboration, and hand-held devices
- Clients included: Apple Computer, Avid Technology, Edison Schools (Whittle Communications), Interval Research, Kaleida Labs, Playskool (Hasbro), and The Understanding Business

**Principal Designer & Design Director
APPLE COMPUTER MULTIMEDIA LAB
1987 - 1991**

A multidisciplinary Lab focused on producing prototypes and products to explore some of the earliest opportunities of multimedia computing.

- Principal Designer leading cross-platform creative, visual, and interface design, including project management for all the Lab’s experimental multimedia design examples and products
- Creative Lead for the award winning product, The Visual Almanac
- Collaborators included: Lucas Learning, WGBH, Grolliers, BBC London, the Smithsonian and New York Museum of Modern Art

**Designer & Manager
APPLE COMPUTER
1984 - 1991**

Apple created revolutionary and well designed products by encouraging designers and engineers to work closely together in the early design stages of product development.

- Co-founded Apple’s Human Interface Group in 1985 and led Design division
- Original member and one of the principal designers on HyperCard development team
- Designer responsible for 85-87 Macintosh computer icon design, company-wide style guides for all hardware icons, and design of the international hardware symbols for SCSI, AppleTalk and Ethernet

Graphic Designer 1978 –1984

- Six years as graphic designer and art director working with leading Bay Area advertising agencies

EDUCATION

Stanford University, 1977
Bachelor of Arts, Graphic Design

Art Center College of Design, 1979
Graduate Work, Graphic Design and Packaging

PUBLISHED WORKS

Forward for Designing Multimedia,
Lisa Lopuck, Peach Press, 1996

Apple Multimedia Training Guide,
Multimedia Luminary Profiles, Apple Computer, 1993

Creating a Quality Experience,
Multimedia Interface Design, First Edition, 1990

Guides: Characterizing the Interface,
The Art of Human Computer Interface Design,
Addison-Wesley Publishing Company, Inc. 1990

Using Guides to Explore Multimedia Databases
Proceedings International Conference on System Sciences, 1989

AWARDS AND DISTINCTIONS

(Partial listing)

Purple Moon Web Site Awards:

“Best Debut Of A World Wide Web Site,” 1998 Codie Award

Codie Award Finalist, 1998 “Best World Wide Web Site”

“Best World Wide Web Site,” 1998 MC ICON Award

“Top 100 Web Sites,” 1998 American Design Center for Design

Yahooligans AWESOME Website

World Village Family Site of the Day

The Mining Company “Net Find”

Games Domain Review Gold Award

Thunderbeam Seal of Approval

Cyber-Teddy Online Award

IT Magazine Best Site of the Month

Small Planet All Planet Web Award

The Visual Almanac Awards:

Gold Medal, International Film and TV Festival, 1990

Silver Medal, Association of Visual Communicators, 1990

PATENTS

US5452414: Method of rotating a three-dimensional icon to its original face

Issued/Filed Dates: Sept. 19, 1995 / April 11, 1994

US5781904: User interface system and method for traversing a database

Issued/Filed Dates: July 14, 1998 / May 1, 1997