Ariel Churi

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Experience

PARSONS, THE NEW SCHOOL FOR DESIGN
Professor : 2014-Present

Teaching and designing courses for undergraduate and graduate students.

Courses:

Design Research Methodology: Introduce research and design methodologies. Apply the different techniques in a series of projects, engaging both users and experts.

Visual & Information Design: Explore the fundamentals of visual communication and typography.

Creative Computing / Web Design: Introduce core concepts and design patterns of programming through front end web development.

Physical Computing: Create and program embedded hardware systems. Design, prototype, and test a physical interfaces.

RAZORFISH
UX Director : 2021-2023

Managed a team of 4 UX/UI designers in a **SAFe/Agile** environment. Worked with business, product, and dev to ensure delivery of a **B2B** system for *Bridgestone/Firestone*. Developed and maintained the design process and implementation of the **Figma/Zeplin** design library.

WUNDERMAN/THOMPSON
Contract UX Lead : 2021

Workshopped with the client and their customers to determine stakeholder needs. Conducted **interviews**, **competitive analysis**, and **content audit** for a website redesign. Created **user-journeys** and **jobs-to-be-done** framework. Worked with the SEO and data analytics team to ensure business objectives were met.

SOTHEBY'S
UX Lead : 2018-2021

I joined Sotheby's as part of their digital transformation initiative. I led UX designers and collaborated with multiple product owners to merge the digital and live auctions. My team brought together **client-facing**, online auctions with **point-of-sale** and administrative interfaces in a unified **design system**. Research included **observation**, **design-thinking** workshops, and interviews.

IBM
Contract UX Lead : 2018

I worked closely with IBM's digital agency to create artifacts and experiences that included **touch interfaces** for editorial publishing and **mixed reality** experiences. I held **workshops** with IBM's top clients, **rapid prototyped** with cardboard and code, and created **motion graphics** to model interactions. I designed presentations to justify our work and get stakeholder buy-in.

UNILEVER
Contract UX Lead : 2018

Supply-chain management moves from the sourcing of manufacturing ingredients to the store shelf. Unilever is exploring the use of **artificial intelligence** to manage this complex task. I interviewed people in the field and worked with the **AI** scientists to uncover where real value could be added into this system. Through an iterative process, I developed wireframes and UI designs for a real-world, AI supply-chain management **dashboard**.

AMAZON/COMIXOLOGY
UX Director : 2015-2018

Led a team of UX practitioners and creatives to implement a series of feature improvements to the subscription, purchase, and library management that positively effected **user-satisfaction**.

Successfully designed and implemented the user account and library merge program required by the company's aquisition by Amazon.

SPARKLE LABS
Partner : Ongoing

Ideation and development of educational electronics kits.

Instructional and package design.

Sourcing, manufacturing, and factory visits.

Consulting and prototyping of hardware and software applications for Starcom Mediavest, Faith Popcorn, Kid Robot, Kill Screen, MoMA, Mattel, Hasbro.

Writing articles for Make Magazine.

OTHER CLIENTS

[Wunderman Thompson](), [Havas Creative](), [MoMA](), [Samsung](), [Calvin Klein](), [Morgan Stanley](), [Ogilvy](), [Razorfish]()

Education

MFA: Interactive Telecommunications Program, New York University, NYC

BA: Printmaking, University of the Arts, Philadelphia

Recognition

Guest Speaker on Design Thinking, *Eurobest Conference*, Lisbon, Portugal

Gallery Hanahou solo show, New York, New York

The 2nd Art and Science International Exhibition and Symposium, Beijing, China

Contributor, *Make Magazine*

Gwang Ju Design Biennale, Gwang Ju, Korea

American Institute of Graphic Arts, *Design Ranch workshop*

New Product Showcase, *Compact-Impact/TKNY*, New York, NY

Ubiquitous Computing Conference, Seattle, WA