

Ariel Churi

ac@sparklelabs.com ☎ (646) 450-4576 ☎ portfolio ☎ linkedin ☎ github

EXPERIENCE

Parsons, The New School for Design

Professor : 2014-Present

Teaching and designing courses for undergraduate and graduate students.

- *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.
- *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.

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 and into integration into the *React* framework.

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.

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.
- 3D modeling and illustration.
- 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.

CONSULTING

Wunderman/Thompson

UX Director : 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.

IBM

Product Development : 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

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/ML** 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**.

Other Clients

Havas Creative, MoMA, Samsung, Calvin Klein, Morgan Stanley, Ogilvy

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