Charles Gallant

UX / Product Design Director

2022 Portfolio

If you're receiving this, it means I'd love to talk with you about my work,
and the journey thus far. Please feel free to reach out at charlesgallant@gmail.com

Thank you!

As a designer, I try to build amazing experiences based on logic, aesthetics, and most of all empathy.

As a coder, I study new frameworks and platforms to find opportunities for building smarter and better things.

As a human, I look for great people that I can learn from, who share in my goal of spreading positivity.

I'm a coder who became a designer. I specialize in solving complex problems.
I believe in a thoughtful relationship between design and technology.
Success to me is being a good person, and creating best in class product experiences.

The journey thus far...

2005   2013   2019   2022

Workplaces

NYC

Marketing & Digital Agencies
Working as an Engineer / Creative Technologist

SF

Startups & Product Companies
Working as an UX / Product Designer

CO

…A little of everything!
Working as Experience Director, Startup founder, and consultant.

Creative / Design Practices

**Fine Art
Design
Animation**

**Marketing Strategy
UX Design**

**Product Strategy
Product Design**

**UX Direction
UX Consulting**

Technology Practices

**Front-end / Back-end
Web Engineering**

**Objective-C &
Mobile Frameworks**

**Unity & C#
Electronics**

**Dev Ops
Procedural Audio**

More info, for the curious…

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RENEGADE

**Front-end + Back-end
Engineer & Flash Animator**
Renegade Marketing

Wieden+
Kennedy

Creative Technologist
Wieden Kennedy, NYC

POKE

**Front-end Engineer,
Flash Interaction Designer,
UX Designer**
Poke New York

anki®

Lead UX Designer
Anki

West

**UX Designer,
Creative Technologist**
West SF
(aka West Ventures)

Lead UX Designer
Ozobot

CartHook

Founder, CTO
CartHook.com

Experience Director
CP+B

Crispin
Porter
Bogusky©
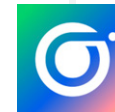
**Product Design
Consultant**
Contract

Company: Anki
Role: Lead UX Designer

Anki was a robotics & AI company making award winning smart toys (the company sold to Digital Dream Labs).
They're the best place to start, because they represent the most exciting and complicated challenges of my career to date.

During my time there, my responsibility was to lead UX Design across their 3 products: Drive, Overdrive, and Cozmo. Growing from Anki's sole UX designer to eventually leading the UX Design Team was an amazing journey. Along the way I dove deep into physical hardware, mobile UI, BLE connectivity, multiplayer game design, and the sleepless pace of SF startup life.
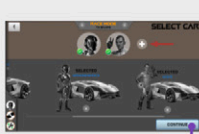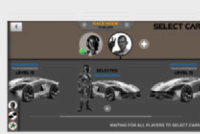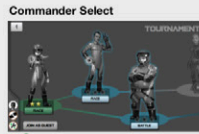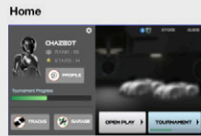
Drive

OverDrive

Cozmo

Product: Anki OverDrive
Multiplayer Setup

Existing Views, with new "+" button in Player List

Home | Commander Select | Car Select

Guest enables "guest mode" via new button in Commander Select

Player presses "+" button in the Player List header

GUEST: New States, borrowed from Open Play flow:

Waiting for nearby host…

CONNECTED
HOST: CHAZBOT
WAITING FOR CHAZBOT…
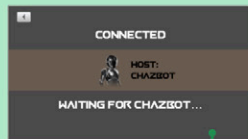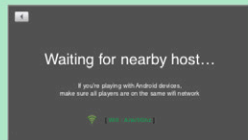
HOST: New States, borrowed from Open Play flow:

ADD PLAYERS

Header view expands, revealing player select UI. Current Tournament Commander is already selected and in the list. Available human players (who are currently in Guest mode) are listed. New Guest player is invited to add a 3rd player to the 3rd slot. Tapping continue dismisses this view, and navigates back to Car Select.
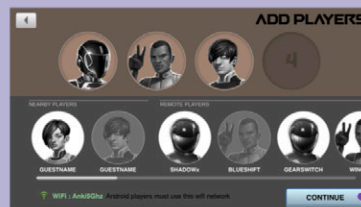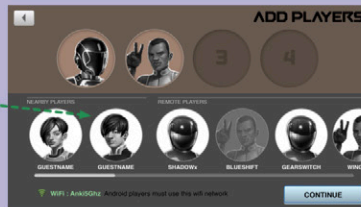
For June / simplicity, we can remove AI commanders from the list entirely, showing only humans.

Existing Views, with new player
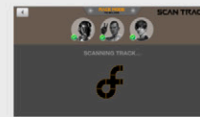
If we're unable to let the guest player select their own vehicle, we can take the guest straight to Track Detection phase.

Only the host has the 'Begin Match' button available.

Drive and OverDrive were both cross-platform multiplayer mobile experiences, using WiFi for the device interplay, and BLE for the connections to the robots (cars).

Host Players could choose from a variety of game modes, each mixing real players and virtual commanders. At left is an excerpt from an OverDrive wireframe doc showing this game setup flow (this was a high level summary).

Sub-pages:
    Add Upgrade View
    Equip Items View
    Multiple Vehicles View (potentially an expanding panel)

Product: Anki OverDrive

Multiplayer Setup

Level indicator identifies the progress made with this vehicle thus far, and what you could make in the future.

Images of latest item or upgrade is visible above respective buttons.

Buttons are badged (highlighted green, in this wireframe) when the user has something to do. For example, if new upgrades have been collected and can be equipped, these views would be highlighted.

Right-side vertically scrolling nav. First index (wrenches) is 'Garage Gome'

Currently selected vehicle is visibly different in the list.

NUKE

LEVEL 5

GARAGE

ADD UPGRADES — 3 NEW

EQUIP ITEMS — 2 EQUIPPED

THERMO 5
SKULL 5
NUKE 5

NICKNAME HULKBOT | OFF CHARGER | ACTIVATED

2 detected

This garage detail view is responsible for displaying two types of information:

Virtual Vehicle Information (top area): Information that applies to your virtual spec for this vehicle (un-related to wether or not you own that vehicle, or if one is present).

Physical Vehicle Information (bottom section): Information that applies only to the physical cars (of this type) that the app is aware of. This area would change dynamically if there are no cars available, or if we have never seen this particular car.

If there is more than one NUKE vehicle present, a special button would appear allowing you to see information about multiple nearby vehicles (dimmed here to not steal attention).

This may be a separate view with a simple list, each one showing the content displayed at left (name, charging status, active status).

If not (most use cases), this button would be hidden, and this area empty.

Some examples below. See following slide for details / use cases.

+ ADD NICKNAME | Charging! | ? ACTIVATE

NICKNAME: HULKBOT | OFF CHARGER | ACTIVATED

GET NUKE | Already have NUKE? PLACE ON CHARGER TO GET STARTED
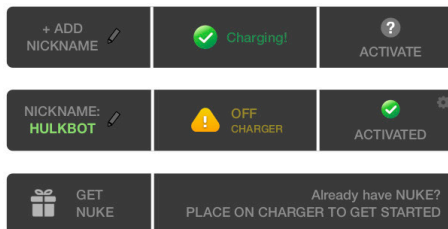
Players can add/edit their vehicle's nickname.

Players can modify ownership information; "de-activating" or "de-associating" this vehicle from their profile (although there is no reason to).

Each view required detailed wires with formal functional specs. Here, the user sees their virtual representation of a physical car, revealing its in-game stats / weapons. These colors were only used to communicate state; artists had freedom to change aesthetics, type, colors, etc. As a side note, that balance (between where art begins and wireframes end) is important to find.

PHASE 3
Intro to the Power Cubes :
How Cozmo sees the world

DEVICE / UI	PLAYER / ACTION	ROBOT / CUBES

⚠️🕐 Begin our "Timeout" Timer...

Place a cube in front of Cozmo
It will turn blue when he can see it

During art phase, these initial instructions should appear similar to Daily Goals; consider a green icon treatment next to them, so that players might see that following instructions like these reward Energy (pending discussion with Art).

Player moves 1 cube in front of Cozmo

It turns blue when it's in the right position, and CONTINUE button becomes enabled

Cozmo sees a cube for the first time, is excited!

Great!
Just like you, if it's too close, it's hard to see.

CONTINUE

If Cozmo can't see a cube here (while on the 'Continue' state), we don't need to present the error state; we've agreed that any error states should be displayed after the player taps the 'CONTINUE' button here.

Player Taps 'PLAY'   CONTINUE

CUBE LIFT ANIMATION!

!?

We see the cube turn Green:
The 'intended' color in the Cube Lights Spec.

Now let Cozmo inspect the cube on his own
He'll tell you when he's ready to proceed...

Note the error states at left

Player watches Cozmo Inspect / lift the cube

Cozmo drives up to the cube, and ceremoniously lifts it up!
(Exact cube lift behavior is up to the animation team)

(These documents became Scrolls of Truth that grew very, very long!)

We quickly learned that traditional wireframes and user flows weren't enough, and we needed something that captured all 3 contexts:

App behavior, Human behavior, Robot behavior.

This excerpt from the **Cozmo Onboarding Design** shows a new type of design doc that became a requirement for all future Cozmo user flows.

At **left** are the in-app wireframes, the **middle** are the user's actions, and the **right** are the physical bot and cubes. All of this is read top-to-bottom, over time.
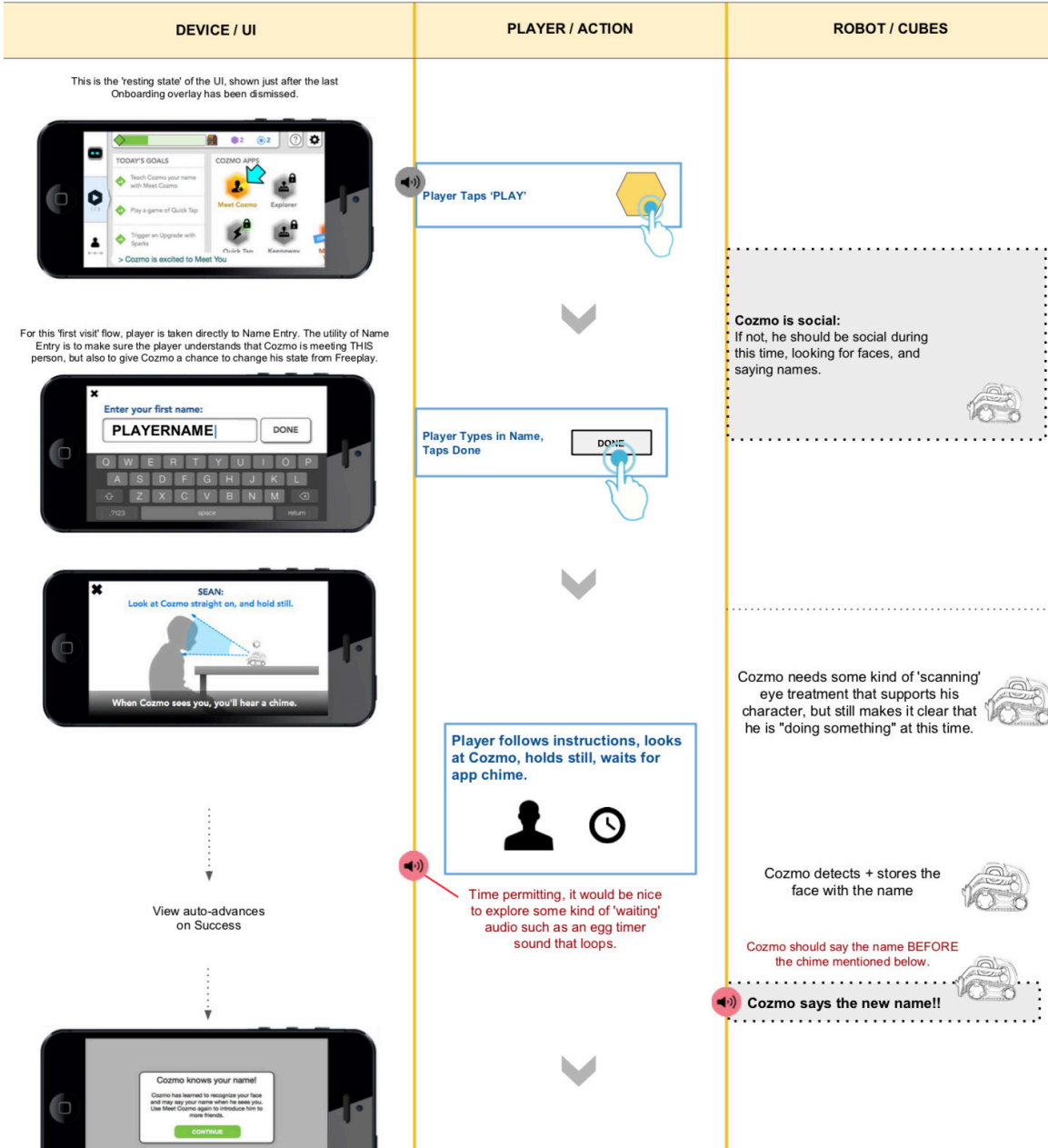
More background on Cozmo:

https://www.youtube.com/watch?v=xVLFyTTdTPk

Meet Cozmo Onboarding Flow, unique to first visit

Legend:
🔊 = Generic UI Sound (ie. button tap)   🔊 = Specific UI Sound (annotated)   🎵 = Specific Music Clip / Loop (annotated)

DEVICE / UI	PLAYER / ACTION	ROBOT / CUBES
This is the 'resting state' of the UI, shown just after the last Onboarding overlay has been dismissed.	🔊 Player Taps 'PLAY'	**Cozmo is social:** If not, he should be social during this time, looking for faces, and saying names.
For this 'first visit' flow, player is taken directly to Name Entry. The utility of Name Entry is to make sure the player understands that Cozmo is meeting THIS person, but also to give Cozmo a chance to change his state from Freeplay.	Player Types in Name, Taps Done	
		Cozmo needs some kind of 'scanning' eye treatment that supports his character, but still makes it clear that he is "doing something" at this time.
	Player follows instructions, looks at Cozmo, holds still, waits for app chime.	
View auto-advances on Success	🔊 Time permitting, it would be nice to explore some kind of 'waiting' audio such as an egg timer sound that loops.	Cozmo detects + stores the face with the name
		Cozmo should say the name BEFORE the chime mentioned below.
		🔊 Cozmo says the new name!!

At left is another excerpt from such a document, describing the App / Player / Robot experience for a mini-experience called Meet Cozmo.

Cozmo's onboard camera & speaker enabled him to recognize faces, and refer to them by name. To facilitate the initial face scanning / storage / name entry, we created the Meet Cozmo experience.

Anki's experiences were unique in that we were constantly managing the user's perception; Do we need them to be focused on the Robot or the UI, and how do we switch contexts gracefully? Sound design proved to be very valuable in these contexts.

More Cozmo footage:

https://www.youtube.com/watch?v=DHY5kpGTsDE

Raw "Data log" of events	**Aggregated "Stats"**	**User-facing "Insights"**
What's in place today.	List from Anki, For internal review only. We'll need a separate server to collect & process.	Requires Analysis & Testing

```
VehicleItemStat.energy_cannon.f_totalAmmoUsed
VehicleItemStat.energy_cannon.f_totalDamageInflicted
VehicleItemStat.energy_cannon.f_totalEnergyUsed
VehicleItemStat.energy_cannon.i_targetsHit
VehicleItemStat.energy_cannon.i_timesShot
VehicleItemStat.energy_cannon.i_timesStarted
VehicleItemStat.energy_gun_ai.f_equippedDuration
VehicleItemStat.energy_gun_ai.f_totalAmmoUsed
VehicleItemStat.energy_gun_ai.f_totalDamageInflicted
VehicleItemStat.energy_gun_ai.f_totalEnergyUsed
VehicleItemStat.energy_gun_ai.i_targetsHit
VehicleItemStat.energy_gun_ai.i_timesShot
VehicleItemStat.energy_gun_ai.i_timesStarted
VehicleItemStat.energy_gun.f_equippedDuration
VehicleItemStat.energy_gun.f_totalAmmoUsed
VehicleItemStat.energy_gun.f_totalDamageInflicted
VehicleItemStat.energy_gun.f_totalEnergyUsed
VehicleItemStat.energy_gun.i_targetsHit
VehicleItemStat.energy_gun.i_timesShot
VehicleItemStat.energy_gun.i_timesStarted
VehicleItemStat.energy_cannon.f_equippedDuration
VehicleItemStat.energy_cannon.f_totalAmmoUsed
VehicleItemStat.energy_cannon.f_totalDamageInflicted
VehicleItemStat.energy_cannon.f_totalEnergyUsed
VehicleItemStat.energy_cannon.i_targetsHit
VehicleItemStat.energy_cannon.i_timesShot
VehicleItemStat.energy_cannon.i_timesStarted
VehicleItemStat.energy_gun_ai.f_equippedDuration
VehicleItemStat.energy_gun_ai.f_totalAmmoUsed
VehicleItemStat.energy_gun_ai.f_totalDamageInflicted
VehicleItemStat.energy_gun_ai.f_totalEnergyUsed
VehicleItemStat.energy_gun_ai.i_targetsHit
VehicleItemStat.energy_gun_ai.i_timesShot
VehicleItemStat.energy_gun_ai.i_timesStarted
VehicleItemStat.energy_gun.f_equippedDuration
VehicleItemStat.energy_gun.f_totalAmmoUsed
VehicleItemStat.energy_gun.f_totalDamageInflicted
VehicleItemStat.energy_gun.f_totalEnergyUsed
VehicleItemStat.energy_gun.i_targetsHit
VehicleItemStat.energy_gun.i_timesShot
VehicleItemStat.energy_gun.i_timesStarted
VehicleItemStat.energy_cannon.f_equippedDuration
```

Driver Stats (aggregate from below):
"Resilience" : Total Damage / Deaths
"Efficiency" : Total Energy / Kills
"Accuracy" : Weapon accuracy
across all weapons

Weapon Specific Stats:
Weapon usage (# of kills)
Weapon-specific Efficiency
Weapon-specific Accuracy
Shield Stats: Energy spent /
damage received

Car Specific Stats:
Usage   : (# of times started a race)
Efficiency : Total Energy / Kills
Resilience : Total Damage / Deaths

We need to...

• Build system to collect & review
• Confirm data availability / consistency
• Test calculated accuracy
• Test gameplay insight value

...if it passes these tests, THEN we
consider it as user-facing.

TOUGHNESS : 71%

EFFICIENCY : 88%

MARKSMANSHIP : 23%

(actual names FPO)

• Can grow over time, as more "stats"
  are collected & tested at left.

• Can be considered variables to adjust
  and "tune" an AI opponent

• Can be the topic of conversation
  with "The Sensei"

Product: Anki Drive
Statistics Proposal

As Lead UX at Anki, my goal was to bridge the gap between the Engineering and the Design, and identify opportunities for player value. Above was an example of this in practice: We wanted to turn raw analytics logs into user-facing stats, but only if we could first prove that they provided real in-game value.
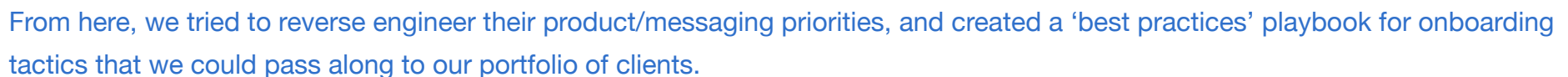
west

Company: West

Role: UX Designer / Creative Technologist

West was a multi-disciplinary creative agency. Here I worked with some of the biggest brands in San Francisco to consult on onboarding flows, user acquisition techniques, marketing strategies, and product designs.
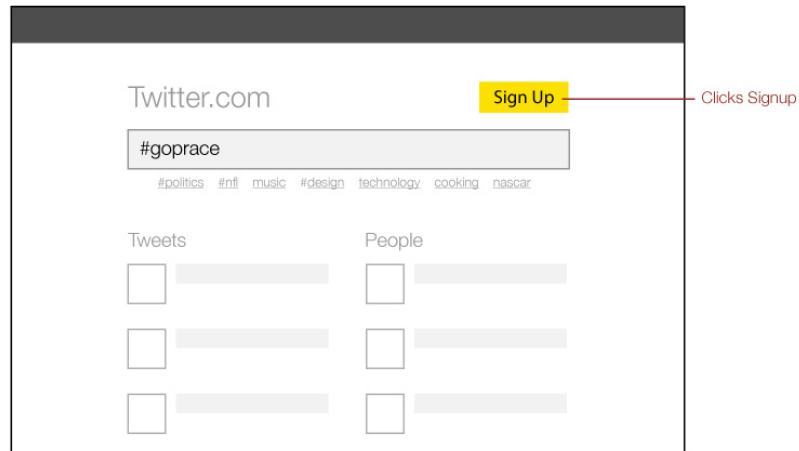
Twitter   Square   Dropbox

By the way, we're jumping back in time here…

As UX Lead at West, one of my tasks was to become "The Onboarding Expert." Above is one of many boards created to capture, evaluate, and improve the onboarding flows for West's clients and competitors. What is the first thing that users see? What convinces them to sign up? What key things do they need to learn? Etc.

From here, we tried to reverse engineer their product/messaging priorities, and created a 'best practices' playbook for onboarding tactics that we could pass along to our portfolio of clients.
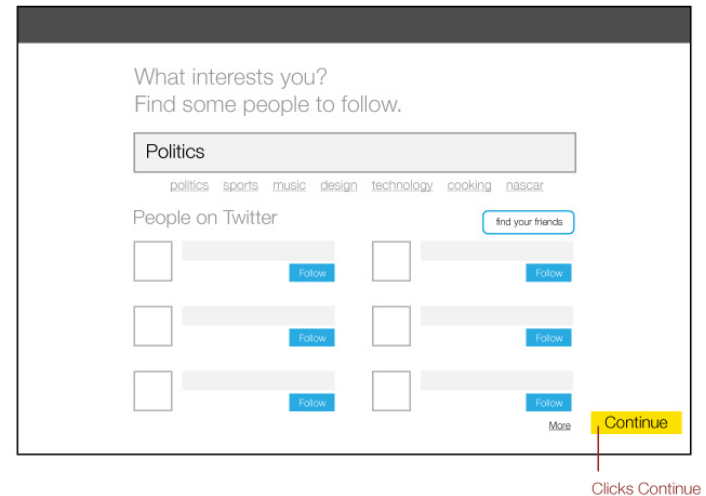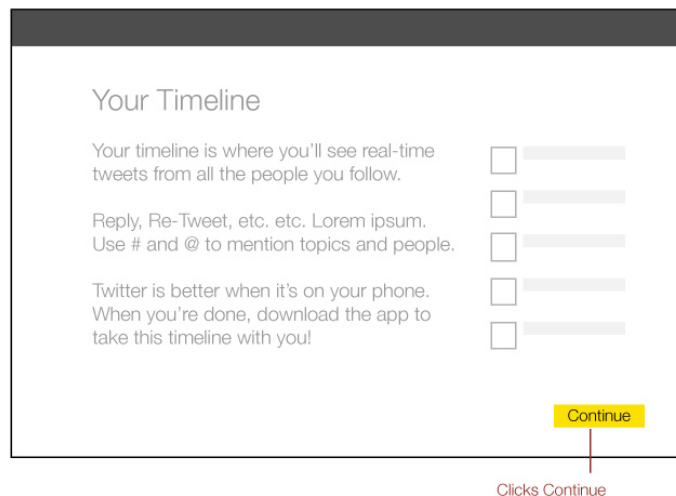
Proposed Twitter Signup Flow

1. Twitter.com homepage: Invite Sign Up by demonstrating value. Homepage should have more than empty signup fields and an image.

Twitter.com

Sign Up — Clicks Signup

#goprace

#politics #nfl music #design technology cooking nascar

Tweets   People

2. After clicking signup, connect them with their interests BEFORE forcing them to commit and enter all their info.

What interests you?
Find some people to follow.

Politics

politics sports music design technology cooking nascar

People on Twitter   find your friends

Follow   Follow
Follow   Follow
Follow   Follow

More   Continue

Clicks Continue

3. Show them exactly what Twitter offers (a timeline), and explain it. Use info gathered from the previous step to make this valuable & customized to the user. Language like "hear it first from [person followed]".

Your Timeline

Your timeline is where you'll see real-time tweets from all the people you follow.

Reply, Re-Tweet, etc. etc. Lorem ipsum. Use # and @ to mention topics and people.

Twitter is better when it's on your phone. When you're done, download the app to take this timeline with you!

Continue

Clicks Continue

4. Ask for their info after they've seen the value of Twitter, not before. Keep the timeline visible here as a reminder.

Complete your profile

First name   Last name

Email address

Desired Username

Complete
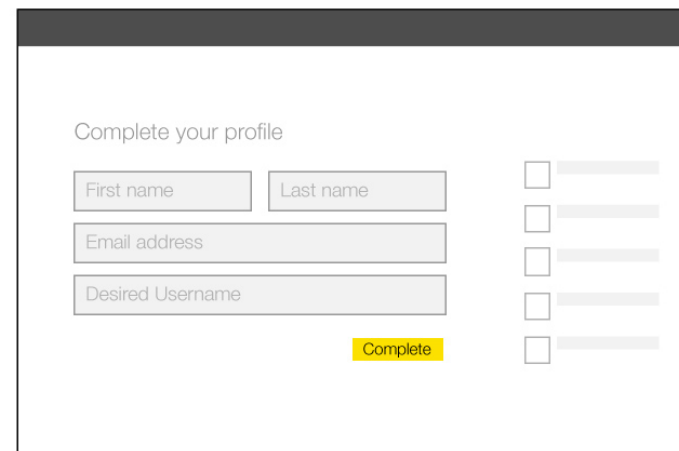
Example of a Twitter signup flow proposal (rough wireframes… one of many iterations based on their 2013 design).
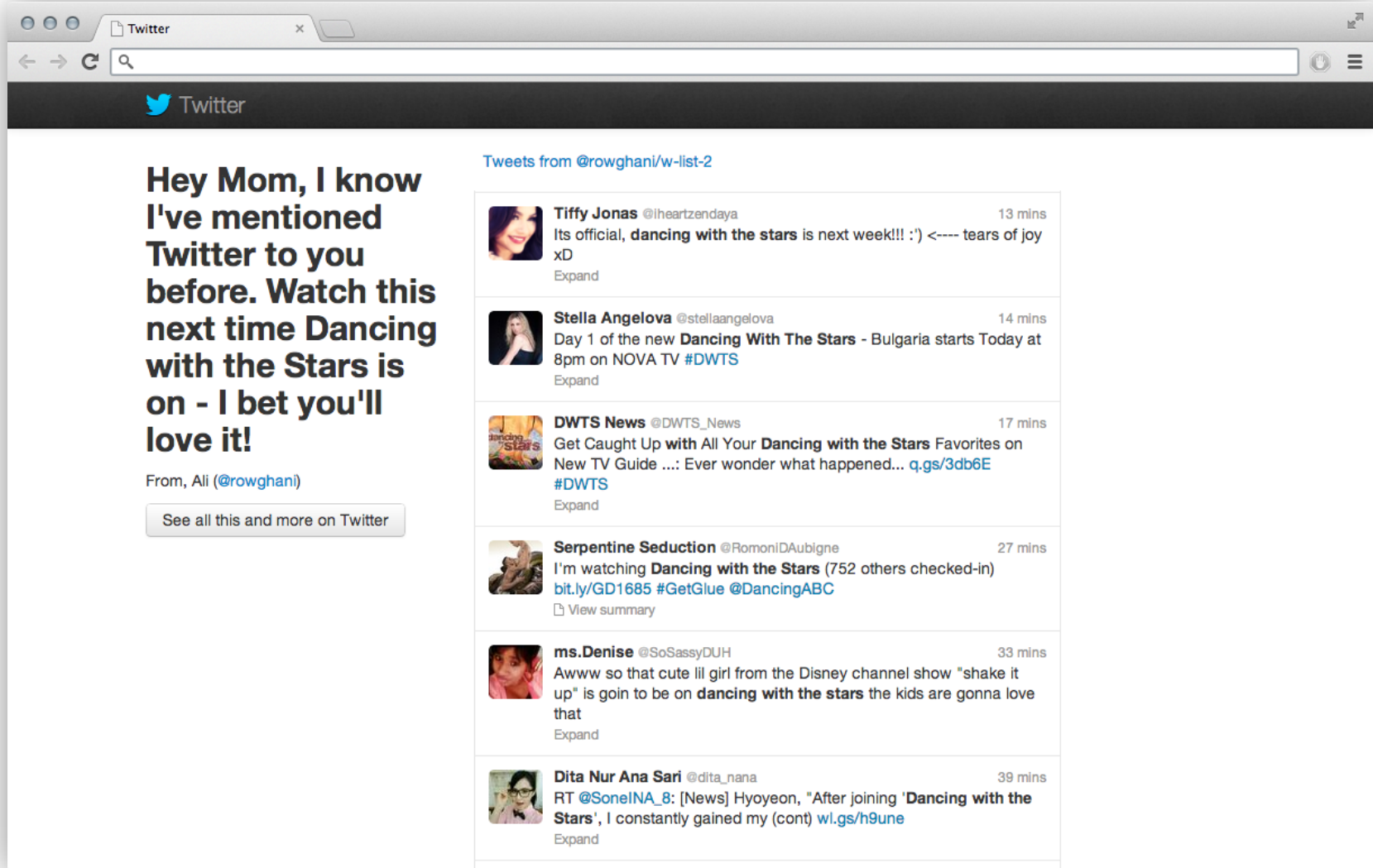
Our challenge with Twitter was to make the platform accessible; to help the "non-technically aligned" quickly understand and benefit from the service. It was 2013, after all… Twitter was still dominated by tech insiders. Creating and curating a timeline (via Following others) was a complicated process for the average user in 2013.

Here, curious + potential users can be led into the experience by a family member, and witness a Timeline that they care about (and therefore value) before committing their personal info.
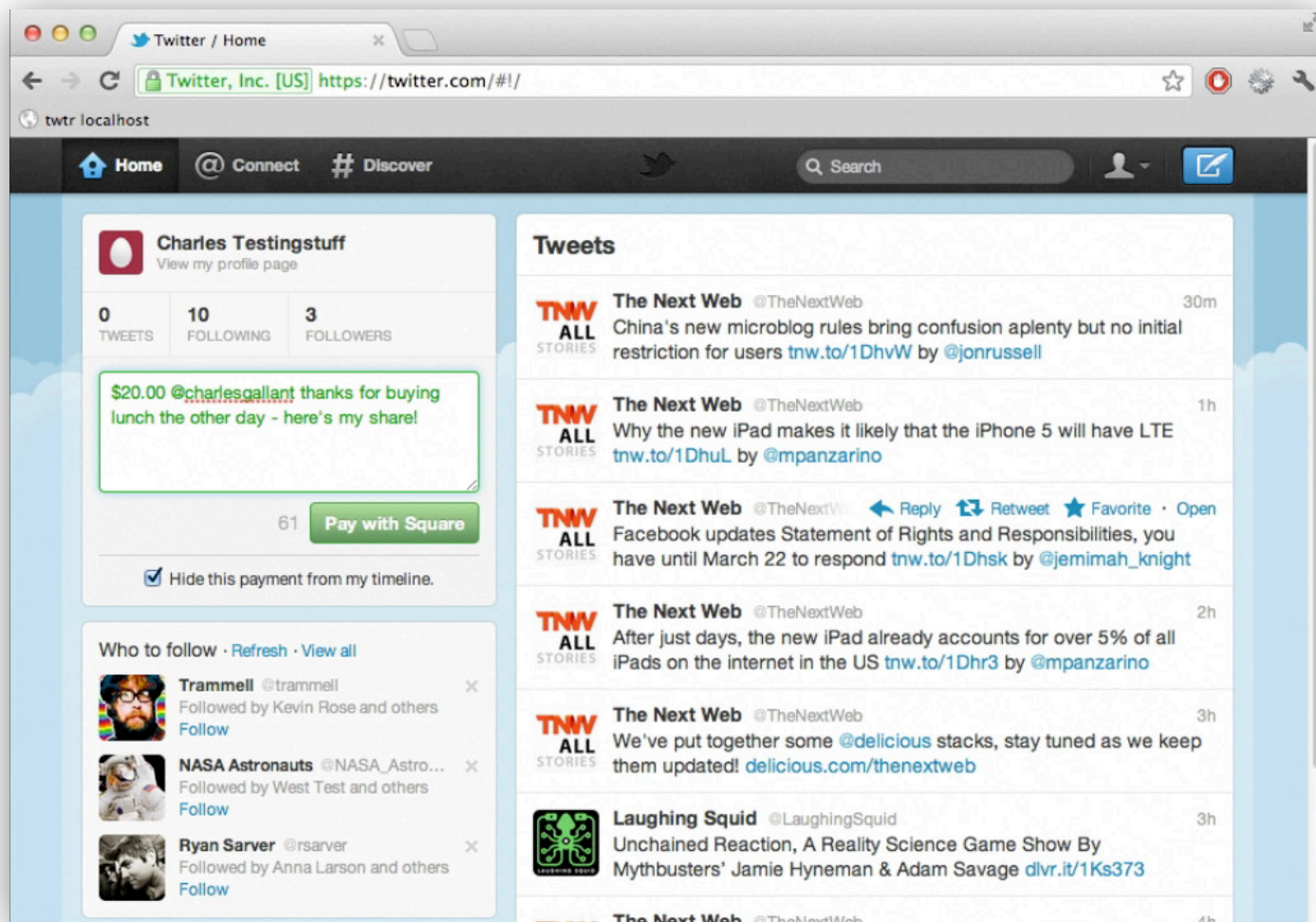
Many other prototypes and concepts were made at West. This one proposed a Square + Twitter integration as a way to pay with a tweet. As the user enters a specific series of characters (in this case, a $ followed by a few numbers, and a username), the CTA changes from Tweet to Pay with Square.

This was presented to the client via javascript DOM injection, and demo'd on Twitter.com in realtime.

Context is everything! While the examples herein aim to tell a broad overview, there's a lot more I could say about my journey.

Again, if you're receiving this portfolio, it means I would love to talk through these stories, and find a way to work together. I hope you decide to reach out :)

Until then, Cheers 🍻

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