

Charles Gallant

Product Designer

2019 Portfolio

Please know that this portfolio is intended to be confidential, and for the sole purpose of supporting conversations. If you're receiving this, 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 smart, passionate people that I can learn from, and to have a positive impact on those around me.

I'm authentically a coder turned designer, and have led teams in both roles. 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 amazing product experiences.

The journey thus far...

2005

2007

2009

2011

2013

2015

2017

2019

Workplaces

NYC

Marketing & Advertising Agencies

Working as an Engineer / Creative Technologist

SF

Startups & Product Companies

Working as an UX / Product Designer

Creative / Design Practices

Fine Arts
Design
Animation

Marketing Strategy
UX Design

Product Strategy
Team Management

Technology Practices

Front-end / Back-end
Web Engineering

Objective-C & Mobile
Frameworks

Unity
Electronics

NYC

2005

2007

2009

SF

2013

2015

2017

2019

More detail, for the curious...

2005

2007

2009

2011

2013

2015

2017

2019

Workplaces

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

Creative Technologist
Wieden Kennedy, NYC

Lead UX Designer
Anki

Product Design Consultant
Contract

Lead UX Designer
Ozobot

Syracuse University:
Computer Art TA
First undergrad TA
teaching motion graphics
& animation scripting

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

UX Designer,
Creative Technologist
West SF

Founder, CTO
CartHook.com

Creative / Design Practices

Foundation Arts
Typography
Layout & Graphic Design
Animation (2D & 3D)
Video Editing & Compositing

UI Design
Web Animating

Information Architecture
UX Design (Basic Layout & Usability)
Marketing Strategy

UX Design (Advanced Design Specs)

Product Strategy
Team Management
Design Mentoring

Hardware Design & Physical UX

Technology Practices

HTML/CSS
JavaScript
ActionScript 1.0
ActionScript 2.0

ActionScript 3.0
PHP & MySQL
MAX/Msp + Jitter

Cinder & OpenFrameworks
Basic OpenGL
Processing
PhoneGap

C#,
Objective-C

Web workers
Service Design
E-Commerce Plugin Dev

Unity
Electronics

NYC

2005

SF

2011

2015

2017

2019

Company: Anki

Role: Lead UX Designer

Anki is a consumer robotics company specializing in AI. During my time there, my responsibility was to lead UX Design across their 3 products: Drive, Overdrive, and Cozmo. Working as the sole designer at first, and eventually leading the UX Design Team was an amazing journey. Along the way I saw some of the most complicated design challenges I've ever known, combining physical hardware, mobile UI, BLE connectivity, authentication, and multiplayer game design.



Drive



OverDrive



Cozmo

At a robotics company that creates a mixed hardware / software experience, hundreds of multi-faceted questions were always present. In this environment, the job of UX Design was about understanding all dimensions of every question, parsing and weighing them against time & resources, and creating the simplest and best experience for the user. In many ways, UX Design was really synonymous with Product Design & Strategy.

In multiplayer scenarios, does one player need to explicitly define themselves as the host?

Do users need to charge the cars first, or do they come charged from the factory?

How fast is a firmware update over LTE? Can we update in the background?

Can Android and iOS users play together? Can the app know that they aren't on the same wifi access point, and message accordingly?

If the sensors on the cars are having trouble reading the track codes, can we detect this?

How accurate is a car's position awareness while it is motionless?

When is it appropriate to teach players how to switch weapons? How long does their first launch take, and when might they be overwhelmed?

How much do we hand-hold through a tutorial, and when do we let users tap around and explore on their own?

Does a car's upgrades "live" on the car, or on the user's profile? What if their car breaks?



The outline at right is just a rough approximation of the sort of physical/in-app user flows that I was responsible for managing and designing. BLE Requirements, firmware updates, iOS version mismatches, etc. etc. Hundreds of wireframe flows and user trials were created in an effort to create the simplest possible UX.



User taps 'Multiplayer Game', decides to be the Host

Guest joins the host's game lobby

Host selects game mode

Prompt for Vehicle Selection, and to 'Place Cars on Track'

Prompt for track scanning & wait for potential assembly / correction

Display match rules & instructions to all players, present 'Ready Gate'

Begin Match Countdown Sequence

Display Driving UI to all players, Begin Match!

Garage Car Detail View

Sub-pages:

Add Upgrade View

Equip Items View

Multiple Vehicles View (potentially an expanding panel)

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.

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

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

Currently selected vehicle is visibly different in the list.

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.

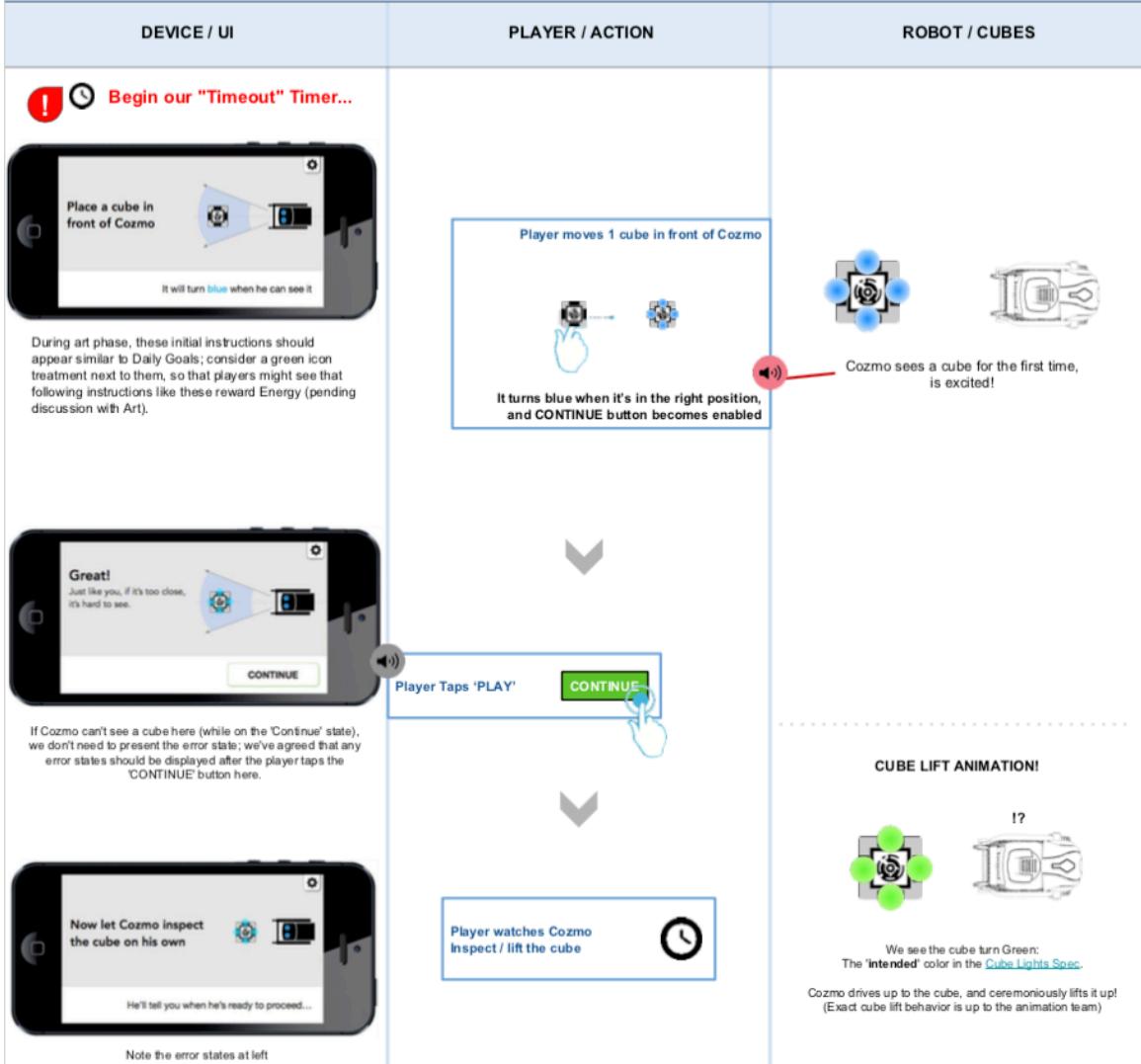
Players can add/edit their vehicle's nickname.

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

Always present were more traditional design documents, such as annotated wireframes and written functional specifications. The above wireframe was one of hundreds of views for Overdrive. Here, the user sees their virtual representation of a physical car, showing its in-game weapons, power-ups, and level.

PHASE 3

Intro to the Power Cubes :
How Cozmo sees the world



We quickly encountered the need for better design documents that captured the unique nature of our mixed-context experience: We couldn't capture a design spec for a app/human/robot without a way to visualize it over time.

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** is the in-app wireframes, the **middle** is the user's actions, and the **right** is the physical bot and cubes. All of this flowed top-to-bottom, over time.

Hundreds of hours of iteration went into managing diagrams like these in order to capture all possible permutations of app / human / bot state.

Raw “Data log” of events

What's in place today.

```
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_gun_cannon.f_equippedDuration
VehicleItemStat.energy_gun_cannon.f_totalAmmoUsed
VehicleItemStat.energy_gun_cannon.f_totalDamageInflicted
VehicleItemStat.energy_gun_cannon.f_totalEnergyUsed
VehicleItemStat.energy_gun_cannon.i_targetsHit
VehicleItemStat.energy_gun_cannon.i_timesShot
VehicleItemStat.energy_gun_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_gun_cannon.f_equippedDuration
```

Aggregated “Stats”

List from Anki,
For internal review only.

We'll need a separate server to collect & process.

User-facing “Insights”

Requires Analysis & Testing

TOUGHNESS : 71%

EFFICIENCY : 88%

MARKSMANSHIP : 23%

(actual names FPO)

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.

- 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”

Sometimes it's not just about creating or designing a new feature, but designing how the team should collectively arrive at it. Embracing / anticipating failure, and looking for places to stop and reorient are critical. Here's a great example of this: 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.

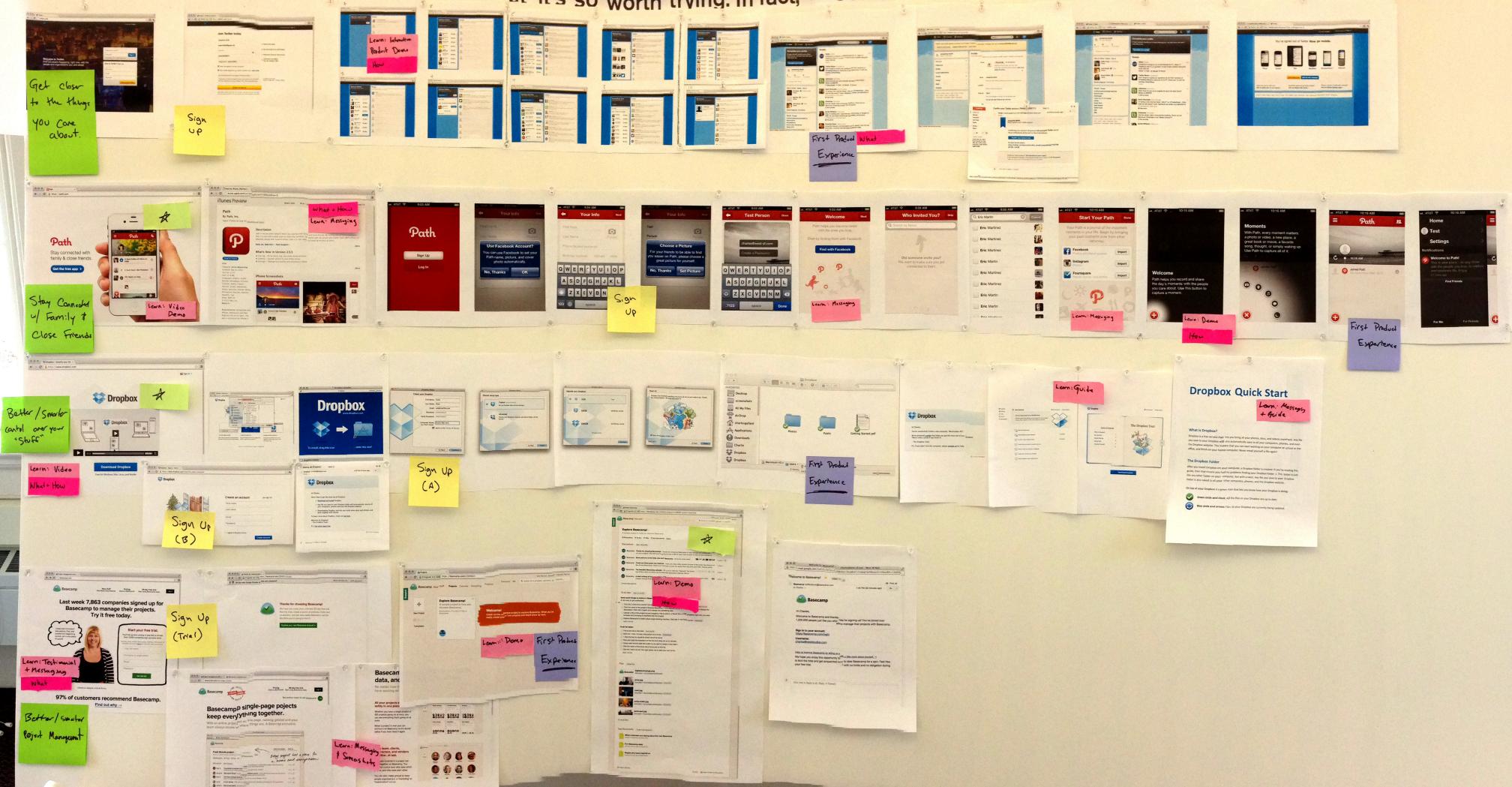
west

Company: West

Role: UX Designer / Creative Technologist

West was a multi-disciplinary creative collective that helps the world's most disruptive companies grow. 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.

By the way, we're going back in time here...

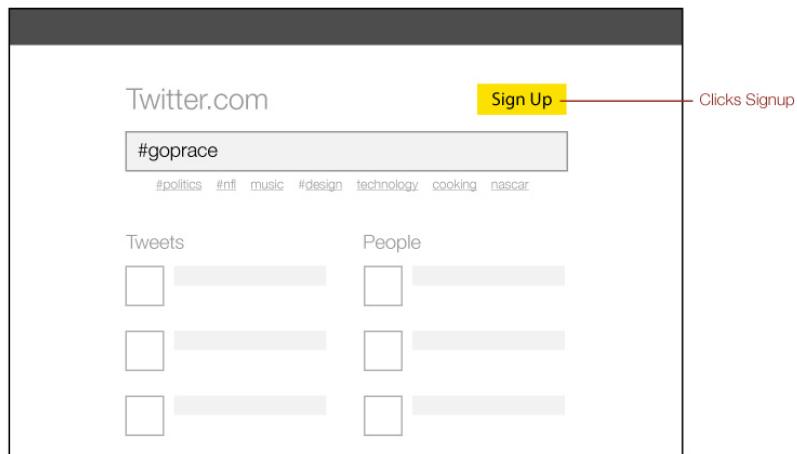


As UX Designer at west, one of my tasks was to become “The Onboarding Expert.” What is the first thing that users see? What convinces them to sign up? Once they opt-in, how many steps are they presented with? What key things do they need to learn? Do they learn by doing, or are they walked through somehow? How long does the walkthrough last?

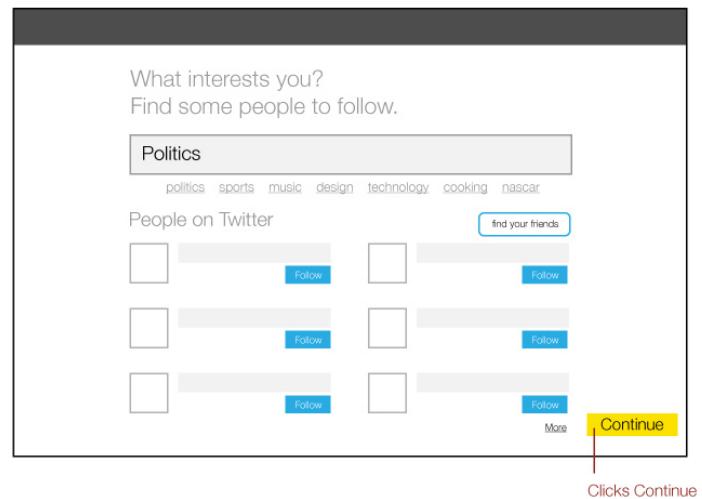
Many boards like this one were created — not only for west clients (Twitter, Path, Dropbox), but for dozens of other apps and services.

Proposed Twitter Signup Flow

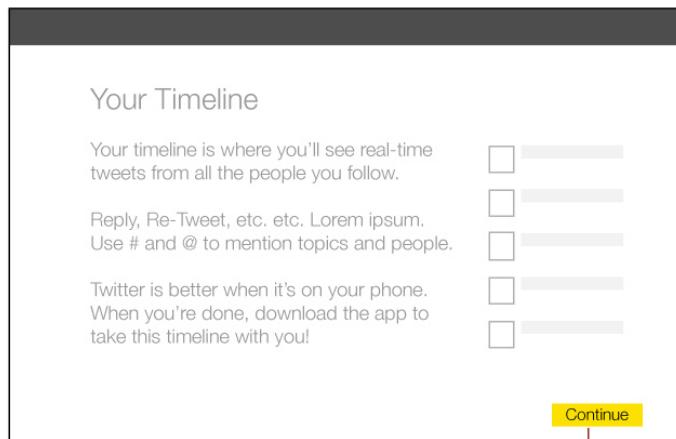
1. Twitter.com homepage: Invite Sign Up by demonstrating value. Homepage should have more than empty signup fields and an image.



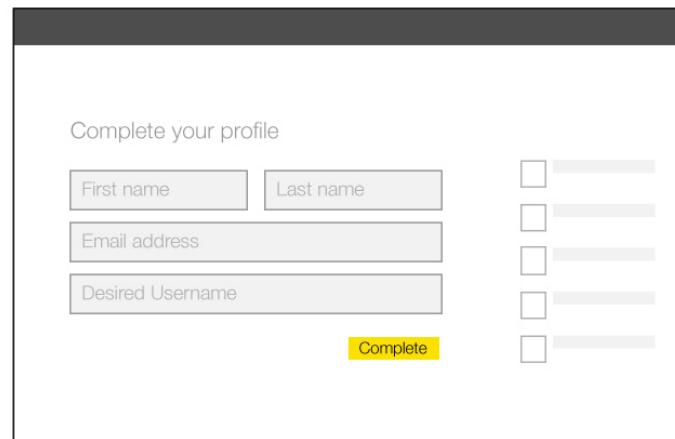
2. After clicking signup, connect them with their interests BEFORE forcing them to commit and enter all their info.



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]".



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



Example of a Twitter signup flow proposal (one of 100+ iterations).

Twitter

Hey Mom, I know I've mentioned Twitter to you before. Watch this next time Dancing with the Stars is on - I bet you'll love it!

From, Ali (@rowghani)

See all this and more on Twitter

Tweets from @rowghani/w-list-2

 **Tiffy Jonas** @iheartzendaya 13 mins
Its official, **dancing with the stars** is next week!!! :') <---- tears of joy xD
[Expand](#)

 **Stella Angelova** @stellaangelova 14 mins
Day 1 of the new **Dancing With The Stars** - Bulgaria starts Today at 8pm on NOVA TV #DWTS
[Expand](#)

 **DWTS News** @DWTS_News 17 mins
Get Caught Up with All Your **Dancing with the Stars** Favorites on New TV Guide Ever wonder what happened... q.gs/3db6E #DWTS
[Expand](#)

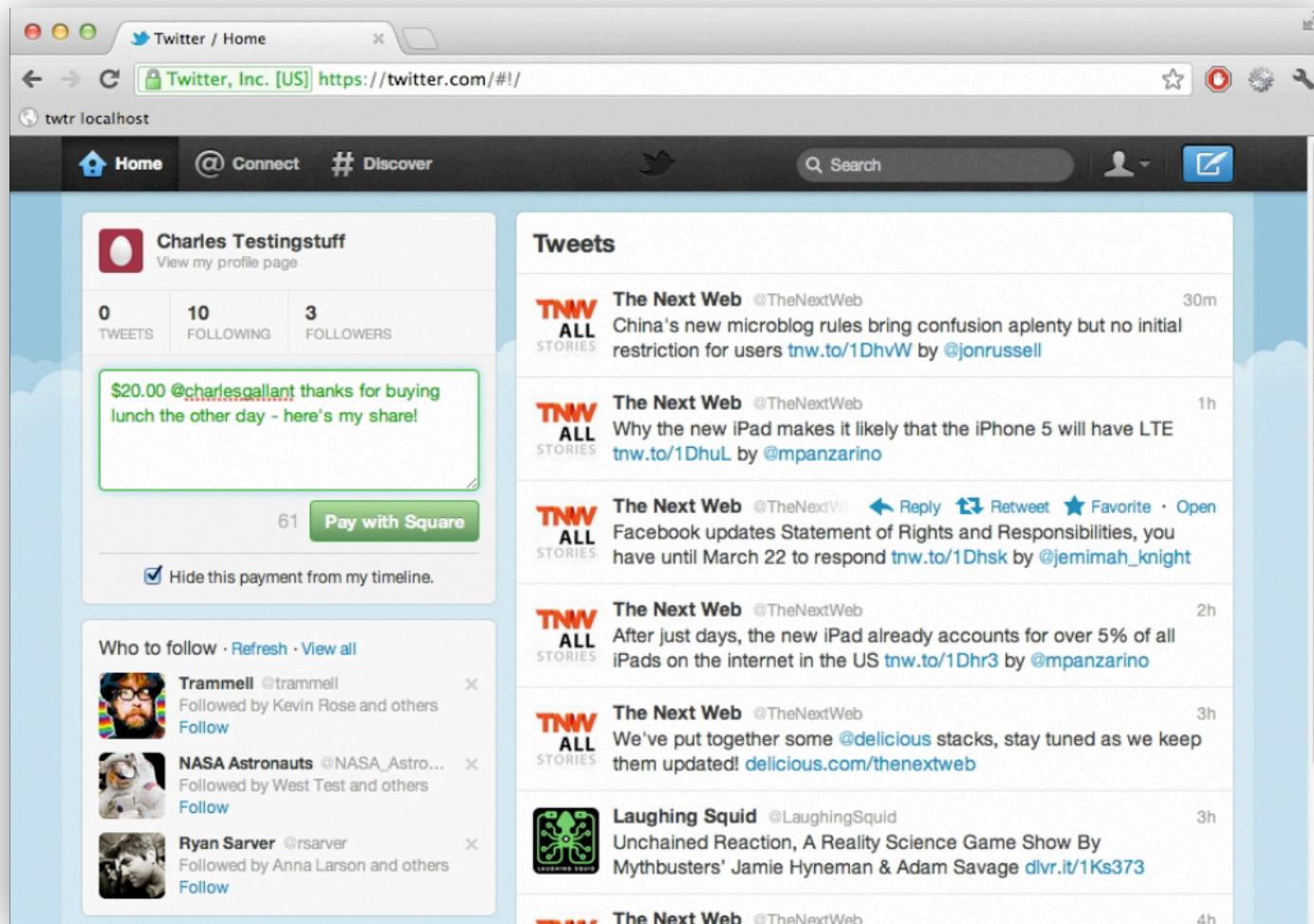
 **Serpentine Seduction** @RomoniDAubigne 27 mins
I'm watching **Dancing with the Stars** (752 others checked-in) bit.ly/GD1685 #GetGlue @DancingABC
[View summary](#)

 **ms.Denise** @SoSassyDUH 33 mins
Awww so that cute lil girl from the Disney channel show "shake it up" is goin to be on **dancing with the stars** the kids are gonna love that
[Expand](#)

 **Dita Nur Ana Sari** @dita_nana 39 mins
RT @SoneINA_8: [News] Hyoyeon, "After joining 'Dancing with the Stars', I constantly gained my (cont) wi.gs/h9une
[Expand](#)

Our challenge with Twitter was to make the platform accessible; to help the “non-technically aligned” quickly understand and benefit from the service. Creating and curating a timeline (via Following others) is a complicated first leap.

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.



The screenshot shows a Twitter prototype with a payment integration. The top navigation bar includes 'Home', 'Connect', 'Discover', a search bar, and a user profile icon. The main profile area for 'Charles Testingstuff' shows 0 tweets, 10 following, and 3 followers. A tweet from 'Charles Testingstuff' reads: '\$20.00 @charlesgallant thanks for buying lunch the other day - here's my share!' with a 'Pay with Square' button. Below this, a checkbox option 'Hide this payment from my timeline.' is visible. A sidebar titled 'Who to follow' lists users: Trammell (@trammell), NASA Astronauts (@NASA_Astro...), and Ryan Server (@rsarver). The main feed on the right shows tweets from 'The Next Web' (@TheNextWeb) with timestamps and engagement counts. The interface uses a light blue background with white and grey panels.

Lots of 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. We brought a backup video to the meeting just in case Twitter's css selectors changed in the time it took us to travel to the Twitter office :)



Company: Poke New York

Role: Flash Developer / Creative Technologist

Poke was where I met some of the best web & mobile engineers in New York. During the boom of elaborate Flash “microsites,” we found opportunities to make groundbreaking digital experiences for some of the world’s top brands. While my role was primarily a flash developer, it was an environment where we could pitch new business, brainstorm campaign strategies, and explore what was possible with emerging mobile technologies.

In retrospect, the death of Flash and the death of microsites was a wonderful thing: It forced me into new areas of technology (like Objective-C) and ushered in the era of responsive (and more responsible) design thinking.

Warning: We’re going way back at this point... this work is ancient!



Agency: Poke New York

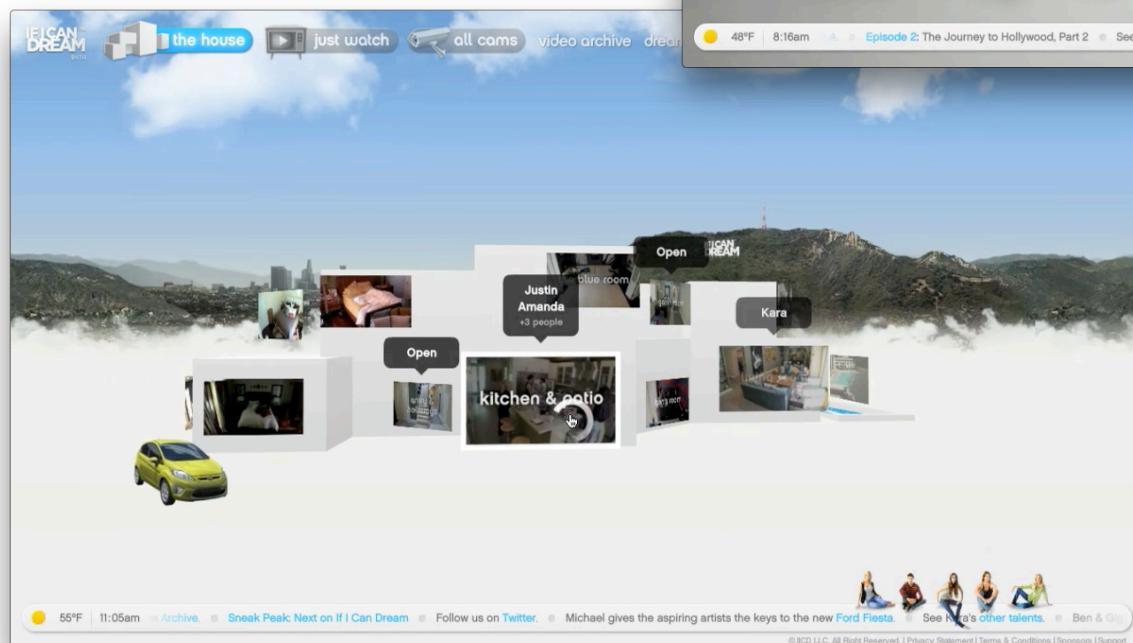
Role: Flash Developer

Year: 2007

Client: Teroforma

With this project, I was tasked to take a collection of hundreds of products (meticulously photographed in perspective space), and create a storefront that was both place setting and shopping cart. As users added products to their table, they would need to be *properly* arranged according to the rules of table setting etiquette, which meant I needed to develop a sorting & stacking algorithm.

Agency: Poke New York
Role: Flash Developer
Year: 2008
Client: 19 Entertainment



Our task was to push the limits of Flash & ActionScript, and create a website for a concept show called "If I can Dream." With dozens of live cameras, a 3d-based UI, and enough real-time data to make a 2008 laptop overheat, it was one of the most ambitious websites of its time.

Context is everything. While the visuals above aim to display design thinking and proficiency, the true magic of a design lives between the lines.

What was the story of the work? What time + resources did we have to build it? What did the stakeholders insist on? How much opportunity did we have to fail, learn, and iterate?

If you're receiving this portfolio, it means I would love to talk through these stories, answer these questions, and unpack this context :)

Until then, Cheers

