

# 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](mailto: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 & C#  
Electronics**

**NYC**

**SF**

2005

2007

2009

2011

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.

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 whether 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.

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	

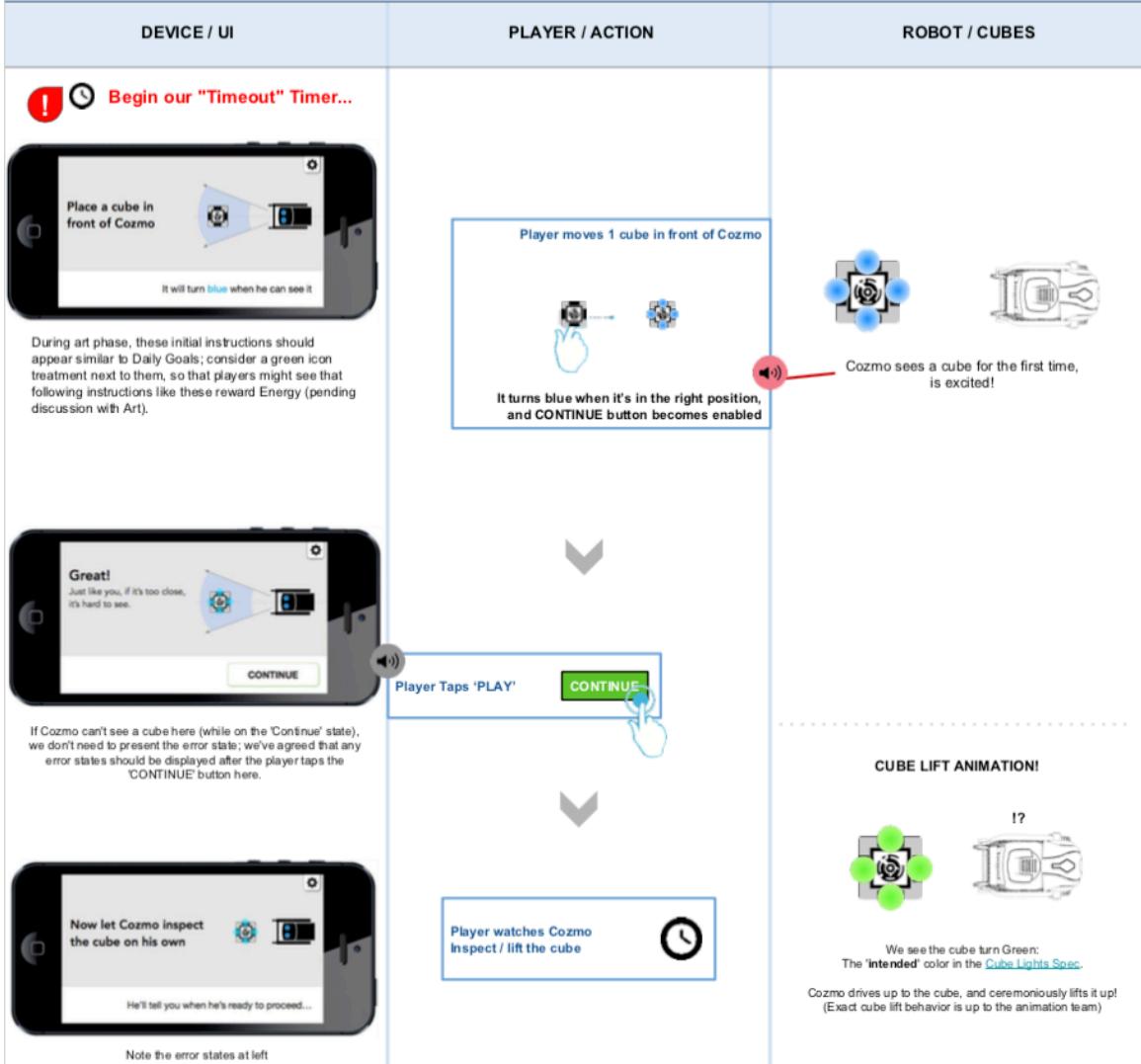
Players can add/edit their vehicle's nickname.

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

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 learned that traditional wireframes and screen flows weren't enough. We needed something multi-dimensional 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** 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.

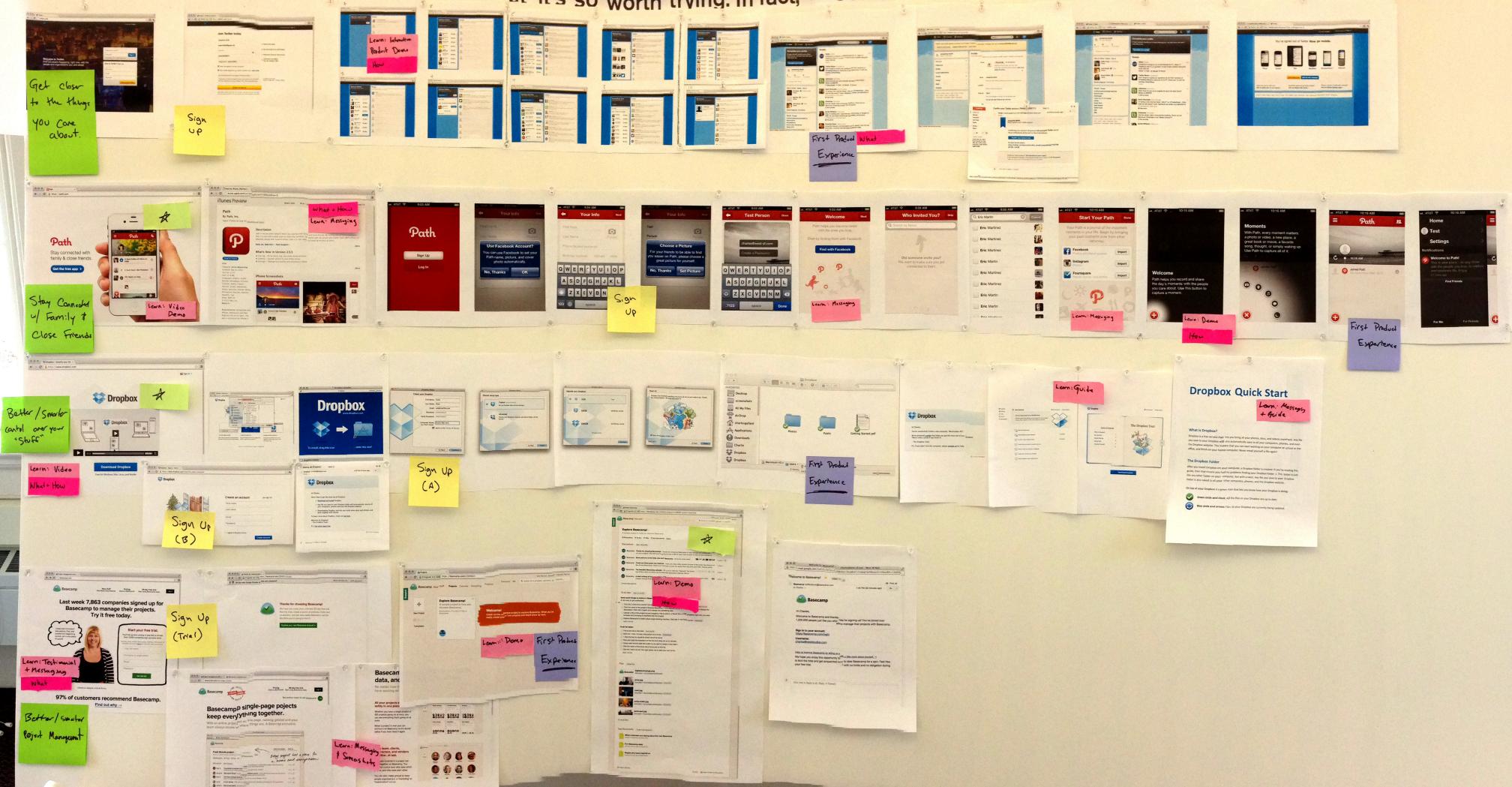
west

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...

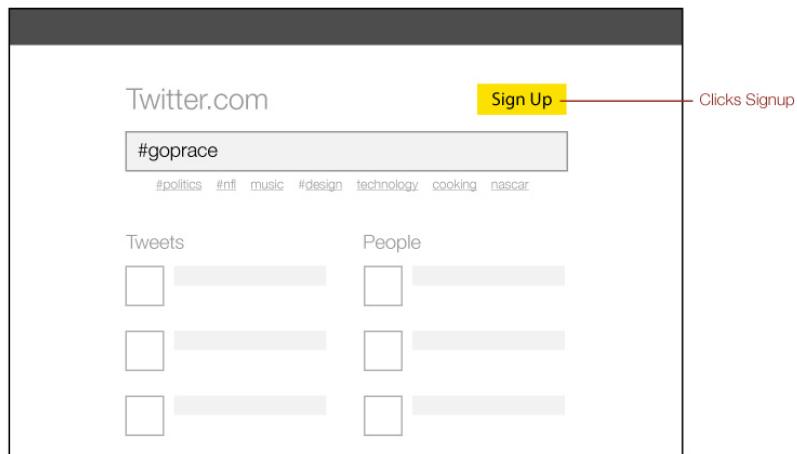


As UX Designer at west, one of my tasks was to become “The Onboarding Expert.” What is the first thing that users see? What convinces them to sign up? Once they opt-in, how many steps are they presented with? What key things do they need to learn? Do they learn by doing, or are they walked through somehow?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

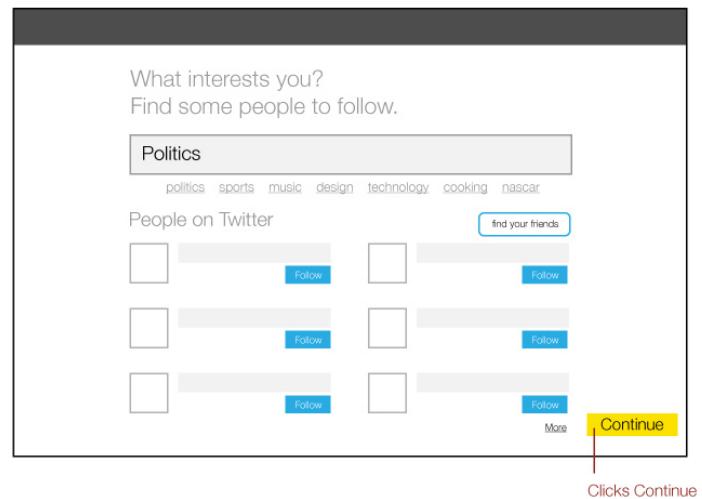
Many boards like this one were created — not only for west clients (Twitter, Path, Dropbox), but for dozens of other apps and services.

## Proposed Twitter Signup Flow

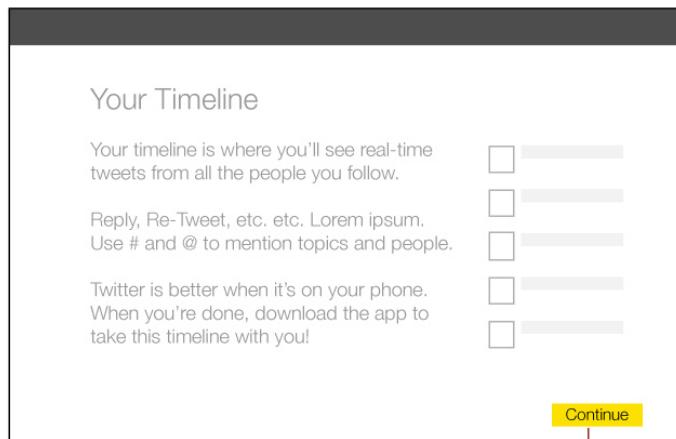
1. Twitter.com homepage: Invite Sign Up by demonstrating value. Homepage should have more than empty signup fields and an image.



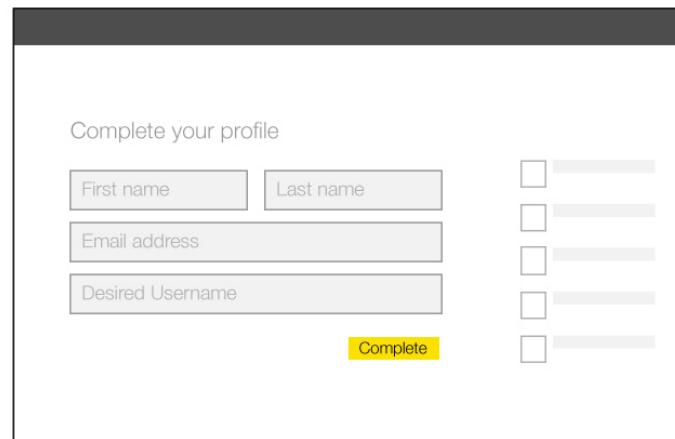
2. After clicking signup, connect them with their interests BEFORE forcing them to commit and enter all their info.



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](http://q.gs/3db6E) #DWTS  
[Expand](#)

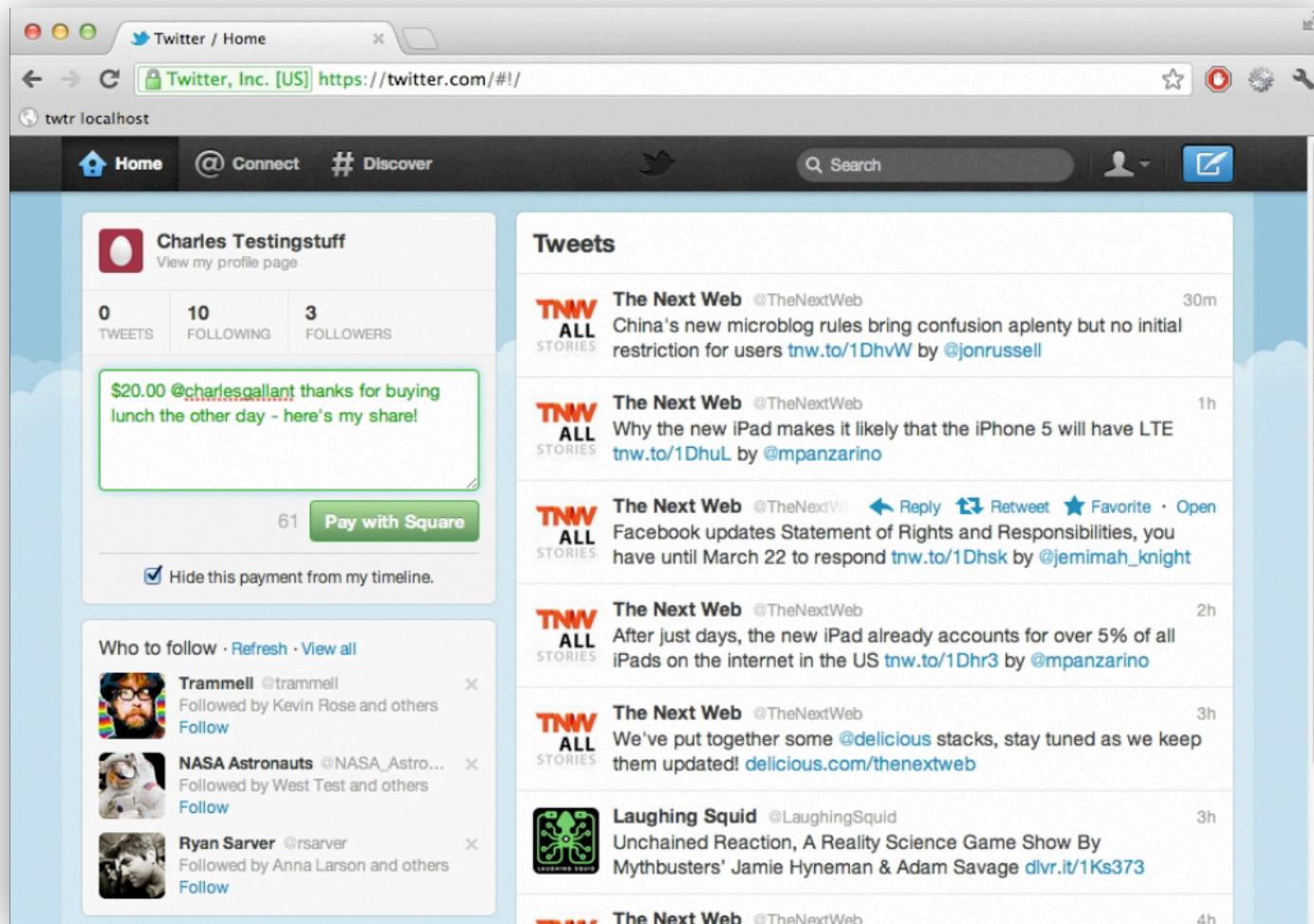
 **Serpentine Seduction** @RomoniDAubigne 27 mins  
I'm watching **Dancing with the Stars** (752 others checked-in) [bit.ly/GD1685](http://bit.ly/GD1685) #GetGlue @DancingABC  
[View summary](#)

 **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](http://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!' Below this is a 'Pay with Square' button. A checkbox option 'Hide this payment from my timeline.' is present. To the right, a 'Who to follow' sidebar lists 'Trammell @trammell', 'NASA Astronauts @NASA\_Astro...', and 'Ryan Sarver @rsarver'. The main feed displays several tweets from 'The Next Web' (@TheNextWeb) with timestamps from 30m to 4h ago. The tweets cover topics like new microblog rules, iPad LTE, Facebook's Statement of Rights and Responsibilities, and new iPad adoption.

Author	Text	Timestamp
The Next Web @TheNextWeb	China's new microblog rules bring confusion aplenty but no initial restriction for users <a href="http://tnw.to/1DhvW">tnw.to/1DhvW</a> by @jonrussell	30m
The Next Web @TheNextWeb	Why the new iPad makes it likely that the iPhone 5 will have LTE <a href="http://tnw.to/1DhuL">tnw.to/1DhuL</a> by @mpanzarino	1h
The Next Web @TheNextWeb	Facebook updates Statement of Rights and Responsibilities, you have until March 22 to respond <a href="http://tnw.to/1Dhsk">tnw.to/1Dhsk</a> by @jemimah_knight	1h
The Next Web @TheNextWeb	After just days, the new iPad already accounts for over 5% of all iPads on the internet in the US <a href="http://tnw.to/1Dhr3">tnw.to/1Dhr3</a> by @mpanzarino	2h
The Next Web @TheNextWeb	We've put together some @delicious stacks, stay tuned as we keep them updated! <a href="http://delicious.com/thenextweb">delicious.com/thenextweb</a>	3h
Laughing Squid @LaughingSquid	Unchained Reaction, A Reality Science Game Show By Mythbusters' Jamie Hyneman & Adam Savage <a href="http://dlvr.it/1Ks373">dlvr.it/1Ks373</a>	3h
The Next Web @TheNextWeb	... (truncated)	4h

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

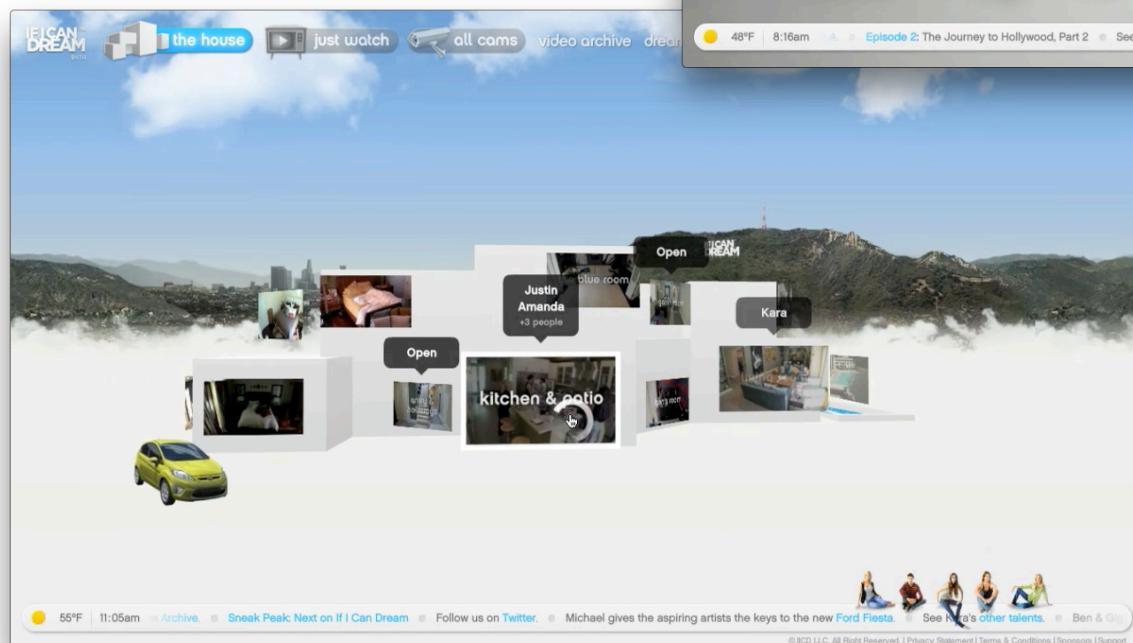
Role: Flash Developer

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

