

# 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](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 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...

2005

### Workplaces

## NYC

### Marketing & Digital Agencies

Working as an Engineer / Creative Technologist



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



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

Wieden  
Kennedy<sup>+</sup>

Creative Technologist  
Wieden Kennedy, NYC

2013

## SF

### Startups & Product Companies

Working as an UX / Product Designer



Lead UX Designer  
Anki

## West

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

2019

## CO

### ...A little of everything!

Working as Experience Director,  
Startup founder, and consultant.

Experience Director  
CP+B



Lead UX Designer  
Ozobot

Product Design  
Consultant  
Contract



Founder, CTO  
CartHook.com

2022

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



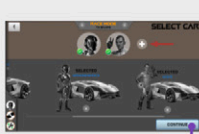
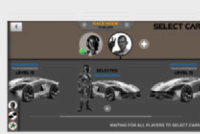
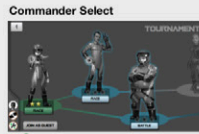
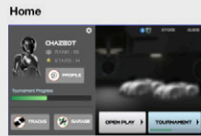
Cozmo



## Product: Anki OverDrive

### Multiplayer Setup

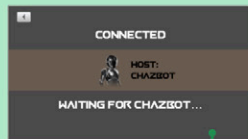
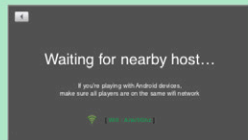
#### Existing Views, with new "+" button in Player List



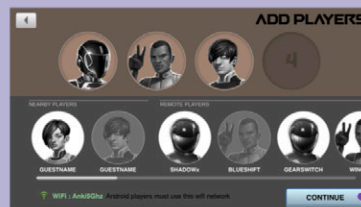
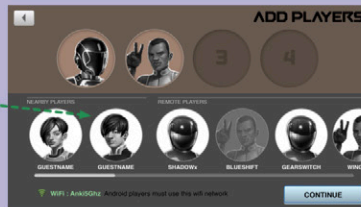
Player presses  
"+" button  
in the Player  
List header

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

#### GUEST: New States, borrowed from Open Play flow:



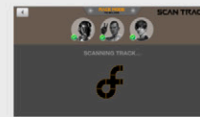
#### HOST: New States, borrowed from Open Play flow:



For June / simplicity, we can  
remove AI commanders  
from the list entirely,  
showing only humans.

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.

#### 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).

## Garage Car Detail View

Sub-pages:

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



## Product: Anki OverDrive Multiplayer Setup

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 Game'

Currently selected vehicle is visibly different in the list.

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).

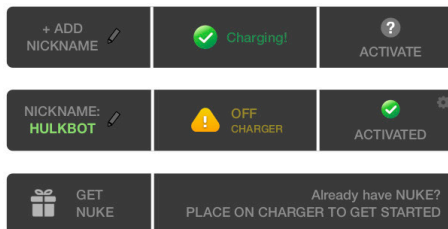
**Physical Vehicle Information** (bottom section): Information that applies only to the physical cars (of this type) that the app is aware of. This area would change dynamically if there are no cars available, or if we have never seen this particular car.

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.



Players can add/edit their vehicle's nickname.

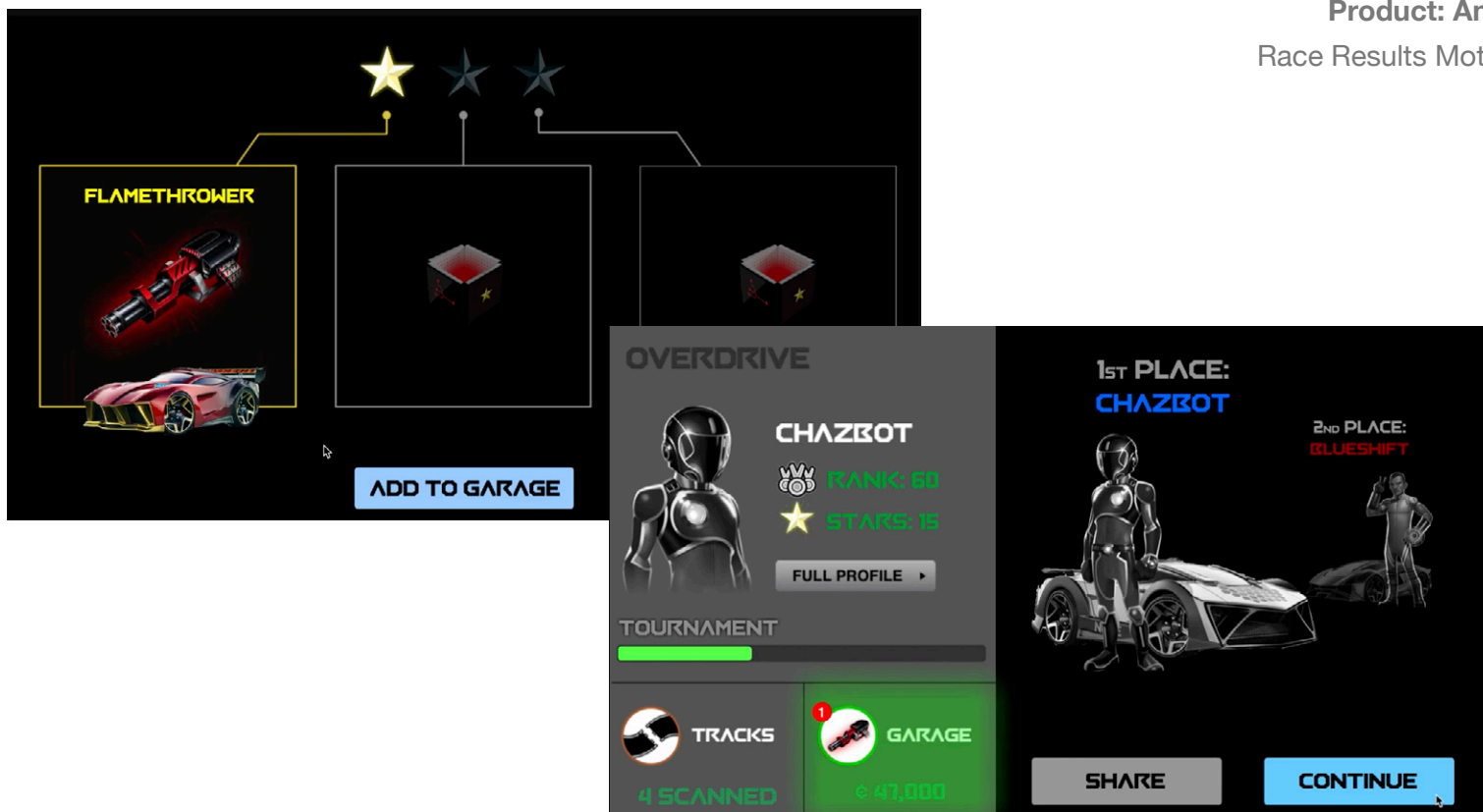
Players can modify ownership information; "de-activating" or "de-associating" this vehicle from their profile (although there is no reason to).

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.





Product: Anki OverDrive  
Race Results Motion Prototype

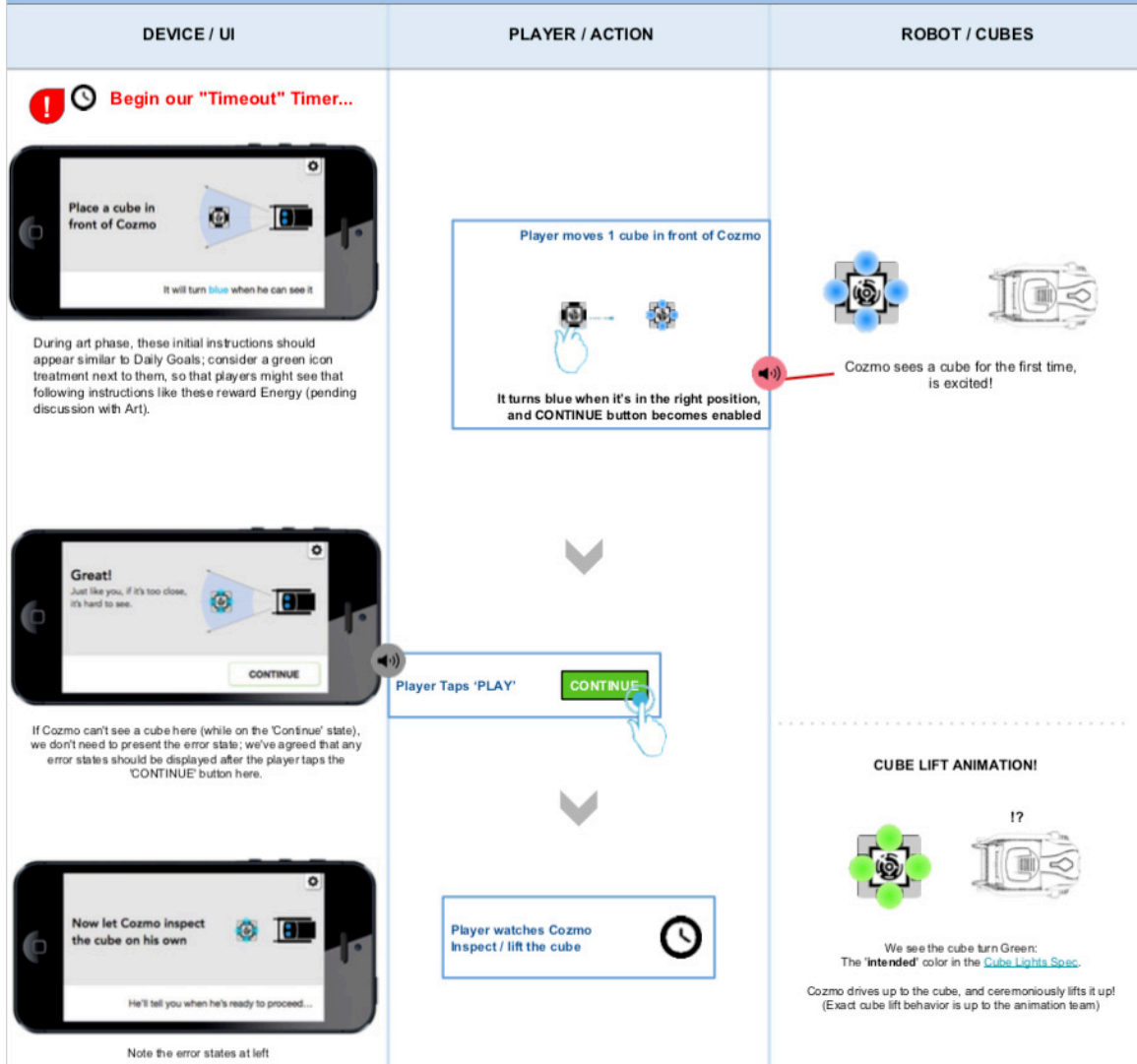


[https://youtu.be/x1m6JtP87\\_s](https://youtu.be/x1m6JtP87_s)

Prototypes like the one at the link above helped us explain to players how each car's virtual items grew over time, via the progression system of the game. Much like the other comps, this is a colored wireframe intended to bring life to a user flow.

## PHASE 3

Intro to the Power Cubes :  
How Cozmo sees the world



Product: Anki Cozmo  
Experience: Meet Cozmo



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.

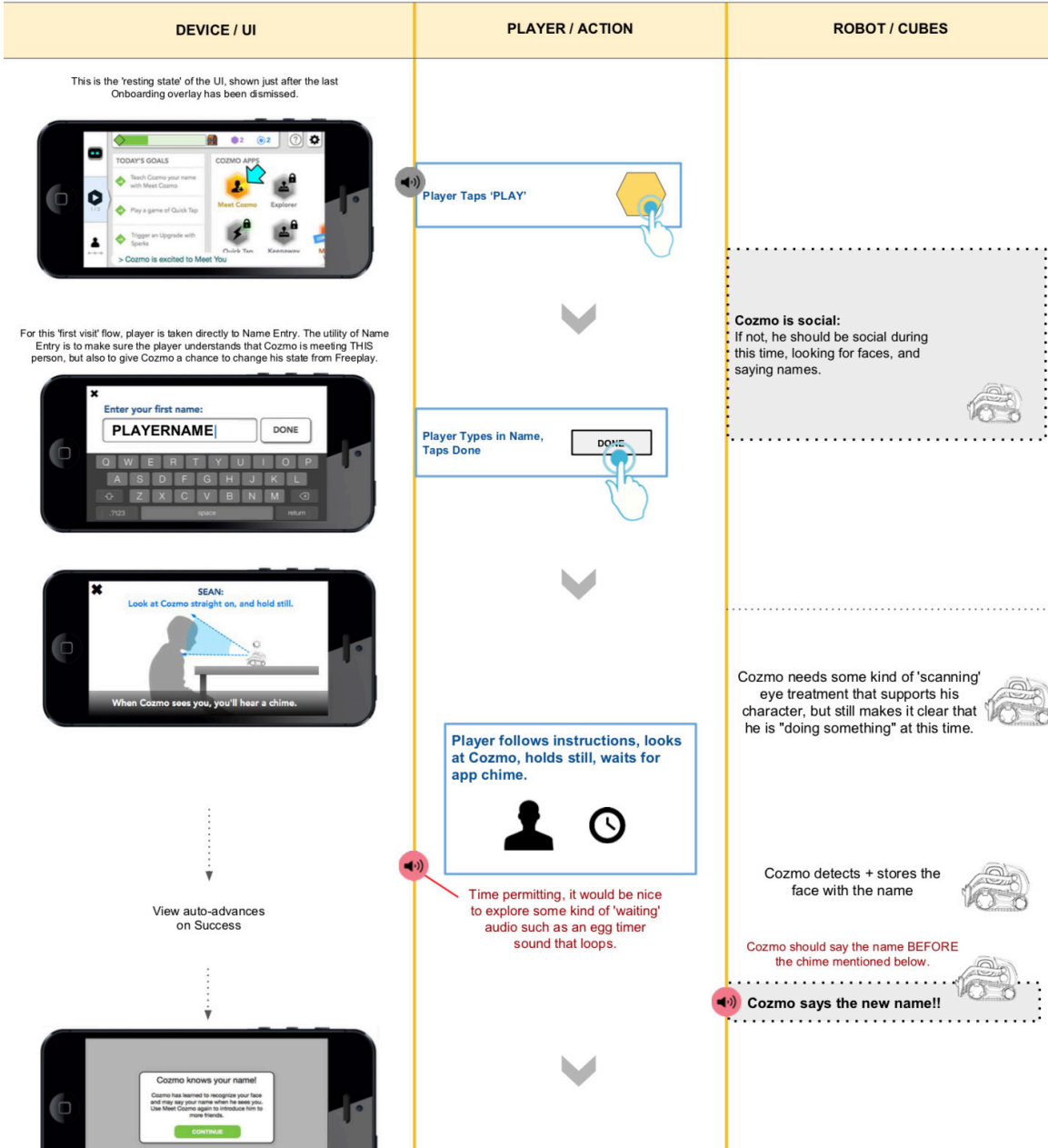
More background on Cozmo:

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

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

## Meet Cozmo Onboarding Flow, unique to first visit

 = Generic UI Sound (i.e. button tap)
  = Specific UI Sound (annotated)
  = Specific Music Clip / Loop (annotated)



Product: Anki Cozmo  
Experience: Meet Cozmo



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**

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.i_timesStarted
VehicleItemStat.energy_gun.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
```

**Aggregated “Stats”**

List from Anki,  
For internal review only.  
We'll need a separate server to collect & process.

**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.

**User-facing “Insights”**

Requires Analysis & Testing

**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.

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.



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



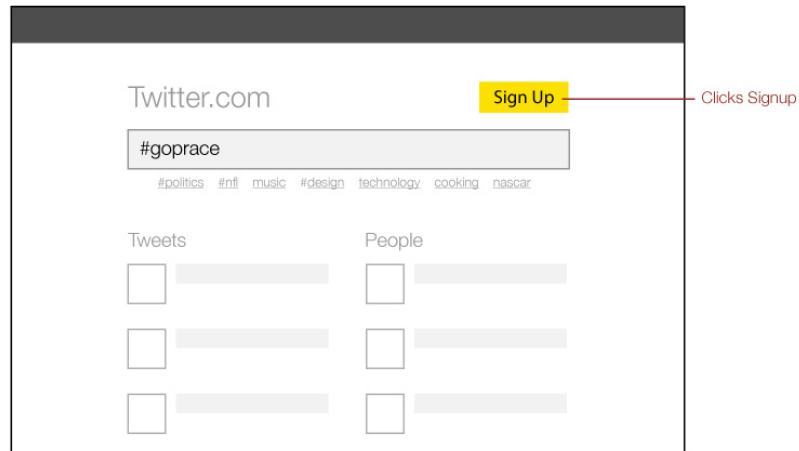


As UX Lead at West, one of my tasks was to become “The Onboarding Expert.” Above is one of many boards created to capture, evaluate, and improve the onboarding flows for West’s clients and competitors. What is the first thing that users see? What convinces them to sign up? What key things do they need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

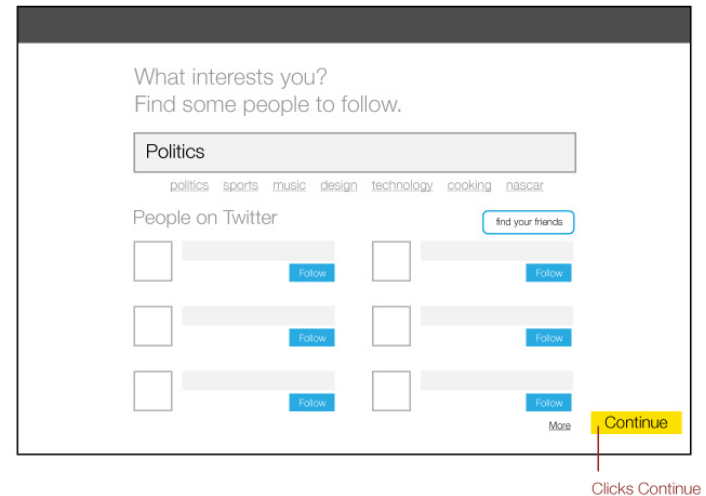
From here, we tried to reverse engineer their product/messaging priorities, and created a ‘best practices’ playbook for onboarding tactics that we could pass along to our portfolio of clients.

## Proposed Twitter Signup Flow

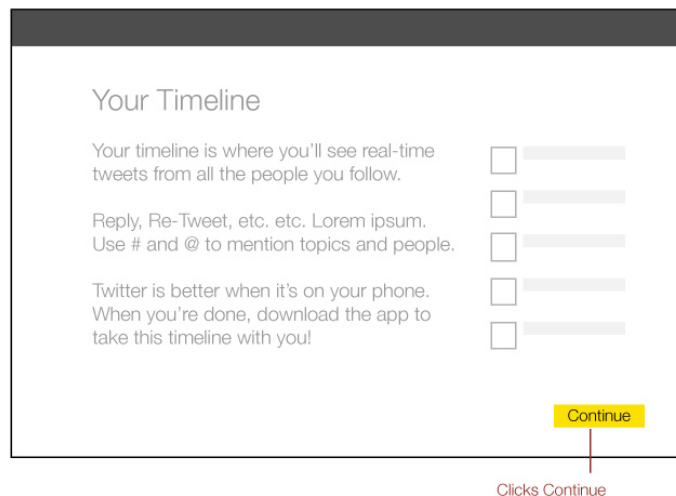
1. Twitter.com homepage: Invite Sign Up by demonstrating value. Homepage should have more than empty signup fields and an image.



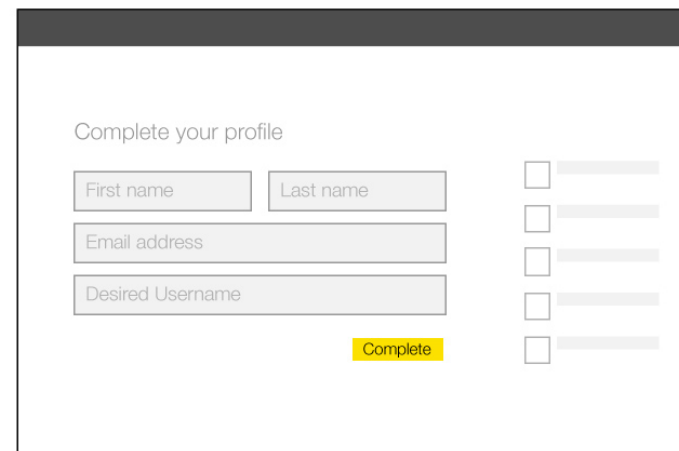
2. After clicking signup, connect them with their interests BEFORE forcing them to commit and enter all their info.



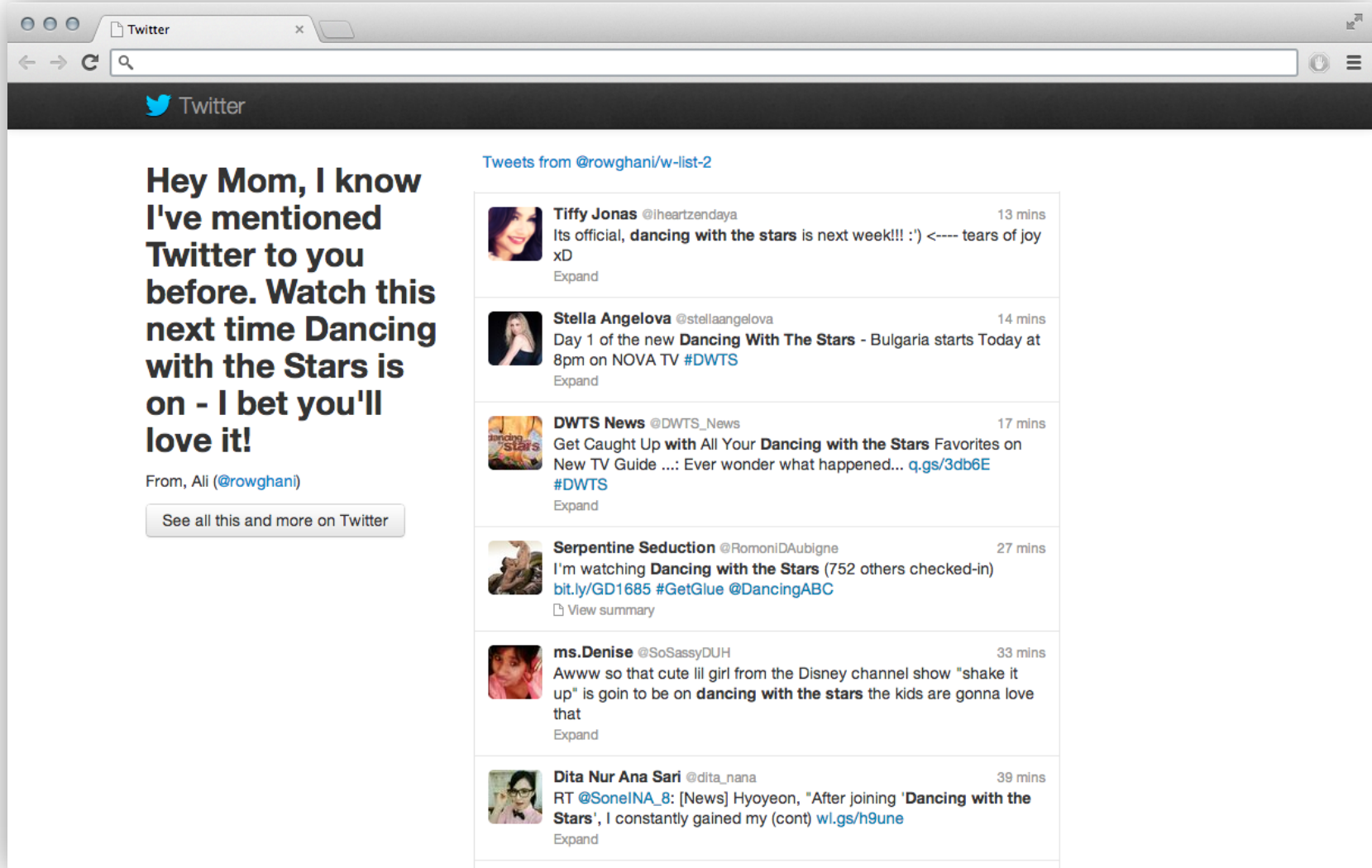
3. Show them exactly what Twitter offers (a timeline), and explain it. Use info gathered from the previous step to make this valuable & customized to the user. Language like "hear it first from [person followed]".



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



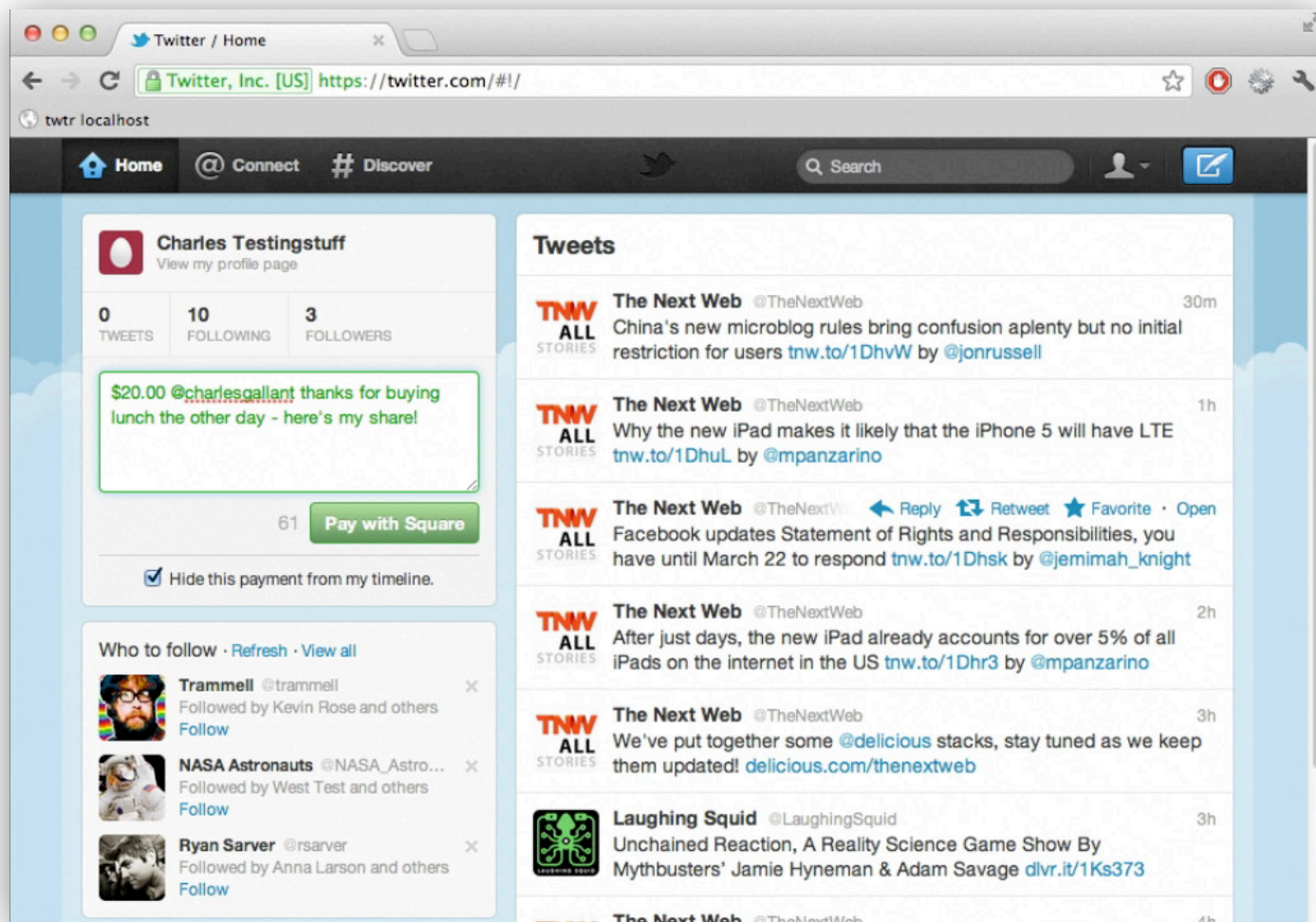
Example of a Twitter signup flow proposal (rough wireframes... one of many iterations based on their 2013 design).



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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