



# Greg Elliott

## PRODUCT & DESIGN LEADERSHIP MEETS ENGINEERING EXPERTISE

20 years experience helping companies create amazing products, working with giants like Samsung, Google, and IBM to innovators like Livongo, Ginger.io, and Behance.

### LOCATION

 California


### CONTACT


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### TOOLS & LANGUAGES


 Figma, Sketch, Abstract, Invision, Zeplin, Adobe Suite


 iOS (Swift / Obj-C), Scala, Web Stacks, Python, Javascript, PostGres


 Airtable, Smartsheet, Trello, Jira, Google Suite, Omni suite


### AREAS OF EXPERTISE

 Vision, strategy, roadmaps

 Product design (UX/UI), interaction design, experience prototyping

 Full-stack software engineering for web and mobile

 Team growth, hiring, culture growth and development

 Process creation, PRDs, sprint planning and timelines

### PROFESSIONAL EXPERIENCE

#### Livongo / Teledoc

**DIRECTOR OF PRODUCT DESIGN, BEHAVIORIAL HEALTH**

CONTRACT, 2020

Ran design for Livongo's new mental health offering. Working with stakeholders and IC's across clinical, content, engineering, product, and marketing, I created design solutions that balanced needs for timing, effort, competency, competitive landscape, and market research. After developing the 2020 design roadmap, I built a from-scratch brand, complete design system, IA, personas, and all mobile UX/UI. Additionally, I developed custom design sprints and processes to dovetail into the existing engineering workflows, ensuring proper handoff. Onboarded several new designers and taught Figma to the existing team.

#### Samsung SDIC

**SR. INTERACTION DESIGN PROJECT LEAD**

CONTRACT, 2019

Led a team of designers and engineers to build and test prototypes that drove final camera, photos, and wellness products for the Samsung Galaxy S20. Responsible for ideation and refinement of flagship features to make use of latest hardware advancements (including "Single Take"), UX/UI designs and flows, leading prototype creation, guiding the success of the final prototypes, and developing team competency. A significant part of my role was working with Korea HQ's E-team to balance cross-cultural needs of stakeholders from various departments, ensuring proposed features and designs met requirements for international audiences.

#### Ginger.io

**DIRECTOR OF PRODUCT, DESIGN, ENGINEERING, PM**

FTE, 2016 - 2019

Ran product and design through a complete product pivot. Acting as a director, product manager, product designer, and software engineer - drove with E-team to define core product offering, spanning everything from vision & strategy to final red-lined screens to production iOS code. Ultimately responsible for 3 distinct products (internal and external). Grew product from 0 to 100k+ covered lives with clients like Netflix, Pinterest, and Yelp. Key product features are still in use today and continues to be the differentiating factor for Ginger.

#### Google

**SOFTWARE ENGINEER**

CONTRACT, 2015 - 2016

iOS software engineer for Vanadium project which allows for the discovery, RPC, and security layer underlying Synbase to enable building secure, distributed applications that can run anywhere. Delivered UX and front-end code for device discovery and syncing.

#### Empirical

**FOUNDER, PRODUCT DESIGNER, SOFTWARE ENGINEER**

FTE, 2011 - 2015


Co-founded Empirical to create novel ambient and social apps incorporating AI, raising \$1.4MM from Floodgate and Greylock. Product design and full-stack software development specializing in network to front-end, custom front-end iOS libraries spanning Obj-C, Swift, Scala, Python, Built and launched Gather, Iris, Smalltalk - products ranging from data summarization for ambient displays to deeper and more meaningful social experiences when sharing content in small groups.




## SELECT PRESS

 **Konbit (2011)**  
Featured in PBS, Huffington Post, ReadWriteWeb, Cisco, Fast Company, MIT Technology Review, BBC+NPR's Public Radio International


 **DepthJS (2010)**  
Featured in CNN, ReadWriteWeb, The Atlantic, MIT Technology Review, Engadget, Make, Neatorama, LifeHacker

 **Synchstep (2007)**  
Featured in Engadget, PSFK, 9to5 Mac, TUAW

## SELECT PRINT & SHOWS

 **2011**  
Presented Konbit to United Nations and MIT Media Lab Summit

 **2008**  
Contagious Magazine  
Creativity Magazine  
AdWeek Magazine

 **2007**  
MIT talk on iPhone Hacking  
Orange Coast Magazine

 **2006**  
Interface Magazine  
Digg.com  
Southern California Computing in Music (SCCIM)  
DorkBot Southern California

## PROFESSIONAL EXPERIENCE CONTINUED

### IBM

PRODUCT DESIGNER & IOS SOFTWARE ENGINEER

CONTRACT, 2011 - 2012

Built iOS apps to be used as a sales tool in marketing their cloud services. In conjunction with Ogilvy, I led design and delivered product design, UX, and was sole engineer responsible for codebase, app submission and app maintenance.

### Behance

SR UX DESIGNER & IOS SOFTWARE ENGINEER

CONTRACT, 2009 - 2011

Designed and built the Behance iOS iPhone and iPad apps based on Behance CEO Scott Belsky's books, a GTD methodology designed to help creatives. Worked directly with the CEO to build his vision, acting as the sole designer and engineer responsible for the UX/UI, codebase, app submission and app maintenance.

### Thunderdog Studios

PRODUCT DESIGN & IOS SOFTWARE ENGINEER

CONTRACT, 2008 - 2009

Designed and built an iOS app for Tristan Eaton of Kid Robot fame, to allow users to build animated versions of friends using Tristan's artwork that could be saved, shared, or assigned to contacts. As the sole designer and engineer, I was responsible for the product strategy, features, UX/UI, codebase, app submission and app maintenance.

### SynchStep

PRODUCT DESIGNER & SOFTWARE ENGINEER

OWNER, 2007 - 2008

Independent design and build of an iOS app called SynchStep, which automatically matched walking and running pace to music tempo. Based on my grad school hardware product and pre-iOS App store, SynchStep was rewritten for the iPhone and released on Cydia using jailbroken iOS API's that I reverse-engineered. It was a top 5 app for around 6 months. Additionally, I built a companion Mac / Windows app that automatically computed the BPM for personal music libraries, offloading expensive computation away from limited mobile devices.

### Poke New York

SR UX DESIGNER

FTE, 2007 - 2008

Poke was the digital half of Mother London, where I delivered UX, UI, and interaction design for web and mobile spanning brand sites, rebranding, artistic and feature-rich products. Key clients included BBC, Dell, KY, DailyMotion.

### Steelcase

PRODUCT DESIGNER

CONTRACT, 2007

Freelance consultant for graphic and interaction design of internal tool that facilitates communication and collaboration between research groups. Product goal was to allow opportunistic browsing of projects and artifacts at Steelcase, allowing researchers to collaborate outside their home department. I was responsible for user research, workflow and process diagrams, product designs, and implementing functional visual prototypes.

### Interactive Cognition Lab

PRODUCT DESIGNER & SOFTWARE ENGINEER

CONTRACT, 2001 - 2007

UX and full-stack web development of production E-Learning system used at UCSD and UCI. Developed web interfaces that humanize E-Learning to improve workflow, resources surfaced when relevant, student-student grading, intelligent reminders, scheduler, plug-in architecture. Separately, redesigned ethnographic tool for visualizing multiple, simultaneous data streams.



## AWARDS

- Grand Prize MIT IDEAS Competition for Konbit
- California Institute of Telecom. and Tech. Emulex Fellowship
- UCSD / Irvine, Dept. of Informatics, Grant
- UCSD, Dean's Fellowship
- UCSD Cognitive Science Honors Society

## PROFESSIONAL EXPERIENCE CONTINUED

### The Knowledge Team

PRODUCT DESIGNER & SOFTWARE ENGINEER

CONTRACT, 2003 - 2005

Designed and built a web application for the company "WFPC," including property management, financial records, and photo-tours. Built credit card fraud-prevention system using industry best practices for "Novatech." Engineered back-end functionality for company "PIC."

### UCSD Pediatrics

PRODUCT DESIGNER & SOFTWARE ENGINEER

CONTRACT, 1999 - 2003

Designed and developed secure application for internal departmental voting. Designed and developed Pediatrics website back-end/front-end, including data imports and manage of primary UCSD Sybase database. Managed subordinates for improving database subsystem.

## EDUCATION

### Media Lab @ Massachusetts Institute of Technology

SM MEDIA ARTS & SCIENCES

2009 - 2011

#### SELECT PROJECTS

**Konbit** · Designed, built and deployed a product in Haiti. Konbit was a free service in response to the earthquake in Haiti to help Haitians find jobs as part of the country's reconstruction. Full-stack development of software and the construction of a physical that was deployed in Haiti, installed into Digicel Telecom racks. The automated service sought to boost the Haitian economy by helping non-governmental organizations, such as Partners In Health, find local workers instead of outsourcing labor. More than 50% of the country was illiterate with no access to digital resources, so Konbit allowed unemployed Haitians to call a toll-free number to record their skills and life experiences. Messages were transcribed into an online database that NGOs can search, where original audio clips were provided for additional emotional insight.

**DepthJS** · In conjunction with labmates from the Fluid Interfaces group, we created an API in Javascript that allowed any website to talk to the Microsoft Kinect, and built several demos showing how it could be used. Navigating the web was only one application of the framework we built - we envisioned all sorts of applications that run in the browser, from games to specific utilities for specific sites. DepthJS allowed developers that specialize in Javascript to work with the Kinect without having to learn any special languages or code.

### Univeristy of California, Irvine

MS COMPUTER SCIENCE & INFORMATICS

2005 - 2007

#### SELECT PROJECTS

**PersonalSoundtrack** · Graduated from the Arts Computation and Engineering Interdisciplinary Program, where I focused on novel user interfaces that challenged the assumption that displays are necessary for functional interfaces. Back before iPhones, I designed, built, and showcased PersonalSoundtrack, a tiny device that detected your walking or running pace and then played music that matched your pace from MP3s stored on a flash card. I based it on the Gumstix platform and wrote a step-detection algorithm in assembly deployed in a PIC chip. I used Python on the Gumstix for general controller stuff like playing audio and choosing songs.

**PublicSoundtrack** · Funded development of a multi-player version of my grad project PersonalSoundtrack. Called PublicSoundtrack, I created a hand-built hardware and software devices that allowed for real-time automatic synchronization of tempo of multiple songs across multiple devices.

### Univeristy of California, San Diego

BS COGNITIVE SCIENCE WITH SPECIALIZATION IN COMPUTATION

1999 - 2004

Honors thesis focused on understanding and addressing how people drop and pick up work state after unexpected interruptions, building software to help all parties remember the context and mental scaffolding they left off.