STEFAN SMAGULA Austin, Texas • smag@aya.yale.edu

SUMMARY

Over fifteen years of researching, product managing, and designing software for mobile, Web, and desktop. Specialist in new product development with emphasis on vision-driven, human-centered, and principled product design, HCI, facilitating problem setting and solving. Prototyping iOS and Android apps in Origami and Quartz Composer, Familiar with modern Web stack: Git, SASS, Bootstrap. and Jekyll. Self-teaching Ruby and Rails, Python, Processing. Experience leading scrum and agile teams.

EXPERIENCE

HYDROGENXT, Head of Software Product: company's mission was to recharge electric vehicles in minutes, using renewable hydrogen. Planned, prioritized process control, compliance, and reservation systems. Prototyped patented iOS app (Origami). Created marketing site (Git, Bootstrap, Jekyll, Mapbox). Partnered with software/hardware product innovation firms. Austin, 2016-2017.

MORPHER, Co-founder: with a software engineer from NASA, I co-founded a software as a service venture. Morpher aimed to support design professionals with versioning and collaborative editing, computer vision, and generative algorithms. Austin, 2014-2015.

RISKPULSE, Director of Product Design: led product management and design at a seed-stage enterprise software startup. Broadly responsible for research, design, and product management, including writing, prioritizing, validating all epics, user stories, metrics. Conceived, prototyped, designed, tested application for traders and firms such as Anheuser-Busch to discover risks and measure impact. Kickstarted marketing, co-hosted product with 100+ attendees worldwide. Austin, 2013-2014.

HEALTH VILLAGE, Director of Product Design: helped a seed-stage startup grow from a mere idea to 1-2 million unique visitors a month. Led product design of a Q&A-based medical information platform that launched in Spain, Brazil, and India. Participated in board meetings and in all aspects of starting a company: brand and idenity, reviewing accounting, finding office space, recruiting employees. Sold to EverydayHealth. NYC, 2010-2012.

BLOOMBERG, Senior Interaction Designer reporting to the CTO Office: led efforts to re-prioritize and re-design the core user experience of Bloomberg NEXT, the $100 million re-invention of the Bloomberg Terminal used by central banks and traders worldwide. Discovered trader needs, abilities, and goals through weeks spent on trading floors with brokers, dealers, traders, and analysts at firms in NYC and London. NYC, 2010-2010.

THE ECONOMIST, User Experience Architect: collaborated with the newspaper's editors to help the company re-examine, re-design the flagship editorial product, Economist.com. Helped the 172-year-old company transform itself via scrum and agile and a new approach to human-centered design. In its first few months of operation, the new Economist.com went from 20 million to over 50 million page views a month. NYC, 2009-2010.

GOOGLE, Interaction Designer: researched, prototyped, built consensus around, and designed Google's Geo-Targeting which today benefits about 45 billion people each month. As UX Lead for Docs, I helped conceive of, design and launch new ways to make Google Docs and Drive more under-standable, usable, shareable, collaborative. NYC and Mountain View, 2007 -2009.

VERTIVE, Director of Development: worked closely with company founder to improve profits and growth by establishing a process for conception, definition, design, and development of new Web-based e-commerce products. Managed a team of four developers. Revenue growth doubled after my first quarter. Austin, 2006-2007.

AT&T, Manager of UX Team: oversaw a team of eight user experience designers and researchers who helped launch U-verse, a fiber-optics-based video, voice, and Internet service. We designed enterprise and consumer-facing software for television, Internet, voice, and network services. After I presented a proposal for the future of U-verse, Randall L. Stephenson (current CEO of AT&T) said to me: "In this position, I see a lot of presentations. And that was the most exciting, most compelling presentation I have seen in my eleven years at AT&T." Austin, 2001-2006.

UNIVERSITY OF TEXAS AT AUSTIN, Lecturer: taught undergraduate seminars such as "Introduction to Science, Technology, and Society." Topics included the origins of counting, writing, and computing; the interplay of art and technology; the social and human aspects of technology; and human-computer interaction. Several students went on to pursue satisfying careers in the software industry. Received high ratings from students, 2000-2006.

HONORS & PUBLICATIONS

PRAISE FROM CEO OF GOOGLE, in a letter to the Google board of directors, Eric Schmidt wrote: "Key achievements this year included...significantly improved user experience for geo-targeting." He was referring to my Google starter project. 2008.

DESIGNER OF THE QUARTER, GOOGLE, I was recognized for my role in the success of Google's Geo-Targeting functionality, which dramatically improved key metrics and continues to contribute to Google's growing revenue. 2008.

SXSW PANEL: Put it on paper, or just start coding? I co-presented a presentation and debate about agility, engineering, and human-centered design techniques. Many attendees wrote afterwards to ask where they could buy the agile techniques kit we created for the presentation. 2009.

SXSW PANEL: Interaction design for software and hardware, the Industrial Design Society of America invited me to moderate a panel that compared and contrasted interaction design for software and hardware. 2001.

WIRED MAGAZINE, I co-authored an article published in Wired's *WebMonkey* that outlined a variety of techniques for developing responsive and standards-friendly sites that adapt to the viewport of device or browser. Included functional examples and source code. Joi Ito, current director of MIT Media Lab, shared the article. Published in English and Japanese. 2005.

EDUCATION

YALE UNIVERSITY, B.A. in English Literature

THE UNIVERSITY OF TEXAS AT AUSTIN, M.A. in American Studies