

Timothy Stapleton

EDUCATION

Bachelor of Arts in **Behavioral Design**, Minor in German: University of California, Davis

Behavioral Design is an interdisciplinary individual major that explores how design can modify behavior to improve people's lives, focusing primarily on perception, behavioral science, user experience and human-centered design. An individual major is developed by the student and must be approved by faculty advisers and college committees.

Graduated June 13, 2016 | GPA: 3.82/4.00

SKILLS

Software: Illustrator, Photoshop, AfterEffects, InDesign, Experience Design, HTML/CSS/Javascript.

Design: UI/UX, branding, human-centered design, web design, information design, layout design.

Research: Research methods, experimental design, UX research, behavioral science research.

Languages: Native in English; fluent in German.

DESIGN EXPERIENCE

Lead Designer at Foodfully, a foodtech startup, Davis (March 2015-present). Managed a small team of designers; continue to design UI/UX of the company's mobile app, as well as brand identity, website, pitchdecks, etc. Helped present at TechCrunch Disrupt, among other events.

Graphic Design Intern at F&H Public Relations GmbH/Porter Novelli, Munich, Germany (July-August 2013). Designed advertisements, brochures, and games for various companies in InDesign & Illustrator.

Layout Editor for The Davis Beat Newspaper, University of California, Davis (2012-2015).

RESEARCH EXPERIENCE

UI/UX Researcher & Behavioral Science Researcher at cEnergi, University of California, Davis (Winter 2014-present). Redesigned the group's website and contributing to the design of Seseme, a tangible energy feedback system. Collected and analyzed various user experience/product design research and case studies, and contributed to experimental planning and subject recruitment in testing Seseme.

Independent Researcher in Design with Professor Helen Koo, University of California, Davis (March 2015-present). Principal Investigator for a human-subjects experiment on the visibility effectiveness of various reflective clothing designs for bicycling at night, using 3D-eyetracking technology..

Independent Researcher in Design under Professor James Housefield, University of California, Davis (October-December 2014). Collected and reviewed literature and materials for a new class on experience design and aesthetics.

PUBLICATIONS

"Bicyclist Biomotion Visibility Aids: A 3D Eye-tracking Analysis" | International Journal of Clothing Science and Technology (IJCST) (to be published Spring 2017)

CONFERENCES

National Undergraduate Research Conference (NCUR) UNC Asheville, NC, April 7-10, 2016

Association for Environmental Studies & Sciences (AESS) San Diego, June 27, 2015

AT&T Hackathon (June 2014) | **AngelHack Silicon Valley** (September 2014)

CERTIFICATIONS & RECOGNITIONS

UC Davis Chancellor's Award for Excellence in Undergrad Research Honorable Mention June 2016

Provost Undergraduate Fellow (PUF) University of California, Davis, 2015

IRB Certified | Dean's List: 5 Quarters | Phi Kappa Phi Honors Society