

// **Tristan Dwyer** Product Designer and Design Leader

Connected Devices / AI / Robotics / Mobile / Spatial Computing

I'm a product designer, creative technologist, and team lead, with years of experience designing for AI-powered software and hardware products. I'm adept at taking highly complex technical products and systems, and ensuring they're easy to understand and use, by utilizing a human-centered design process.

Areas of Expertise

Team Leadership - Design Direction - User Research Strategy - User Flows - User-Centered Design - Wireframing - UX Design - Rapid Prototyping - UI Design - Visual Design - Motion Graphics - Agile Design Processes - Workshops - Figma - Adobe Creative Suite - Photoshop - Illustrator - After Effects - Protopie - Cinema 4D - Blender - Unity 3D - Javascript, HTML, CSS - Arduino - Raspberry Pi - Runway - DALL-E - MidJourney - Spline

Education

Cornell University 4/2023 - 8/2023
Interactive Device Design Certificate
(Electronics Engineering)

**New England Institute of Art
8/2003 - 4/2006**
Bachelor's Degree, Graphic Design

Work Experience

Motional A.D., Boston, MA - 3 years, 11 months

> **Sr. Principal Product Designer, Future Platforms** *January 2023 - February 2024*

I had the fantastic opportunity to take on an exciting new role, leading the experience design of Motional's next-generation self-driving platform, as a designer, prototyper, and project team lead

- Led design of rider experience, including cabin configuration, interior HMI, authentication, and mobile apps
- Successfully led team to hit goal of creating initial version(s) of product requirements in time for suppliers
- Partnered with Hyundai and Motional engineers and product managers to identify feasibility issues with desired components, and identified alternatives that saved significant costs
- Developed numerous working prototypes (physical and digital/mobile) as stimuli for user research
- Conducted numerous rounds of evaluative research including with disabled participants
- Went back to school for electronics engineering to better support wizard-of-oz testing

> **Director of UX/Product Design** *January 2021 - January 2023*

Shifted into a Director role to grow Motional's Design and User Research teams. Over the course of two years I:

- Actively sourced, hired, and retained stellar and diverse product design and research teams, totaling about 20 members, across 5+ programs (manager of managers)
- Championed unmet needs of those with travel-limiting disabilities, which resulted in improved relations with regulators, the media, the disabled community, and opened up new opportunities for revenue
- Set a new standard for how to design and conduct behavioral research in the self-driving car space
- My teams consistently hit their goals and metrics of usability scores (UMUX-Lite), operator intervention time, and platform usage growth
- Successfully reviewed and iterated through multiple hardware samples with tier 1 suppliers to ensure quality control on the production vehicle

> **Principal Product Designer, Rider Experience and Operation Tools** *April 2020 - January 2021*

I joined as the third product designer at Motional, to tackle key design challenges and elevate our team's experience and confidence.

- Joined early in development of Motional's first commercial product, and quickly took over leading major features of the rider experience, such as finding and identifying the vehicle, unlocking the vehicle, starting ride, support, and in-ride communication
- Founded Motional's User Research team, which fundamentally changed the direction of how products were designed and built at Motional
- Was granted 5 patents for my work at Motional (2 issued, 3 pending)
- Led and participated in numerous user research studies, that resulted in foundational learnings used by Motional's design team for years to come

Luminopia - Cambridge MA - 2 years, 9 months

> **Head of User Experience, Founding Designer** *August 2017 - March 2020*

Luminopia is a digital therapeutics startup founded out of the Harvard innovation lab, with key backers and board members including Bob Langer (Co-founder of Moderna, MIT Langer Lab).

- I designed Luminopia's flagship product, Luminopia One™, from 0 > 1, which became the first FDA-approved digital therapeutic utilizing Virtual Reality in history
- Iterated through multiple rounds of clinical trials, using data to identify issues and drive improvements
- Saw increase in treatment adherence and vision improvement as new iterations of the app were released
- Created pitch decks and investor materials, which helped raise funds in excess of \$8,000,000 (pre-series A)
- Peer-reviewed scientific paper covering this product published in Nature Magazine
- Designed Luminopia's second Product, Wonder (Pediatric Anxiety iOS App), from 0 > 1 in six months
Product became foundation for spin off company Odin

White Rhino - 4 years, 1 month

> **VP, Creative Technology** *August 2016 - July 2017*

White Rhino is an Interactive, Branding, and Product Marketing Agency that leverages psychology and neuroscience to drive consumer action. As their first VP of Creative Technology I:

- Sourced, vetted, and onboarded over 30 engineering development partners, ensuring a solid network of available, skilled engineering resources for any project type
- Analyzed yearly engineering spend and brought select resources in house, resulting in cost savings of hundreds of thousands of dollars
- Oversaw development of multiple complex initiatives, including new websites for Overlake Medical Center, Mass General Cooley Dickinson Hospital, and a number of interactive applications (mobile, VR, web)
- Helped White Rhino secure contracts totalling multiple millions of dollars as a Creative/Tech/Strategy lead

> **Digital Experience Director** *July 2013 - July 2016*

I joined White Rhino to elevate their creative technology capabilities and lead projects that were highly interactive, engaging, and immersive.

- Led many of White Rhino's most successful engagements, including interactive applications that led to millions of dollars in revenue for our clients - both as a designer, and creative developer
- Led technology research and strategy for new business pitches, and developed close relationships with clients, helping to close millions of dollars in business for White Rhino
- Mentored and provided thought leadership to the wider team on new advancements with creative tech
- Built relationships and found new resources for creative technology capabilities
- Frequent clients included Mass General Hospital, Nuance Software, SAP, Brigham and Women's, Olympus Medical, and American Science and Engineering

Grove Marketing - 6 months

> Senior Interactive Designer *February 2013 - July 2013*

Joined Grove Marketing for a short time as a Senior Interactive and Motion Designer

- Led several large web, interactive, and motion design projects
- Mentored more junior designers and provided art direction and feedback to freelance staff
- Focused on leading projects utilizing new and emerging technologies such as HTML5 and canvas
- Clients included Intervale Capital, PerfectServe, Ready4, Iron Mountain, and Attunity

SAC Designs, Inc. - 3 years, 11 months

> Interactive Designer and Flash Developer *April 2009 - February 2013*

I joined SAC Designs as the first hire, and led all aspects of client engagement and design/development for high-visibility projects.

- Led design and development of large, complex, interactive projects, resulting in significant repeat business over several years - including consumer microsites, internal sales tools, product demos, and product launch campaigns
- Developed a series of interactive microsites for Massachusetts General Hospital, including their Centennial Fundraiser microsite which garnered millions in donations
- Taught myself object-oriented programming in Flash/ActionScript, and became adept at using Flash to power highly interactive, data-driven experiences. This was the foundation for years of work in creative and interactive engineering.
- Focus on Interaction and UX Design (before UX design was a widely used term)
- Designed and developed several iOS apps (Sales tools) for the first iPad when it was released in 2010
- Noteworthy clients included HP, SAP, Oracle, Mass General Hospital, and Fidelity Investments

Freelance - 15 years

> Freelance Product Designer, Motion Designer, and Creative Technologist *April 2006 - April 2021*

Ran a successful freelance business as a side venture for many years.

- Generated hundreds of thousands of dollars in revenue across repeat clients, including some with dozens of repeat projects over several years
- Responsible for all aspects of the business – new business pitches, client relationship management, hands on deliverables, budgeting, outside vendors and sub-contractor staffing, marketing strategy and more
- Led highly-complex interactive and motion projects, with a focus on design and development for new technology such as VR, AR, connected devices, and interactive 3D
- From 2016-2021 I built over a dozen interactive applications for several platforms, including AR event experiences, VR product launch / campaign materials, a 360 video iPad app, interactive web applications and data visualization, and mobile apps
- Clients included USA Today, Starbucks, Polar Seltzer, Caterpillar, IBM, SAP, Dell, and a healthy list of startups and design agencies