

Brian O'Keefe PhD

INTERACTION DESIGNER, UX RESEARCHER, MULTIMEDIA ARTIST

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OBJECTIVE

To consult and design through my studio, aDesignedPath, for interactive installations and web design/services and/or, acquire a research/academic interaction design position; where I merge creative arts and HCI computer science.

PROFILE

I am a specialized Interaction Designer, UX Researcher and Multimedia Artist at the Centre for Interaction Design, Edinburgh Napier University, UK. After a Bachelors of Fine Arts in interactive/graphic design from Tyler School of Art, USA in 2002, I went on to establish my own consultancy studio, *aDesignedPath.com*. In 2003, I received a full Ph.D. scholarship at the University of Florence, Italy, and since I have lived, worked, studied, and taught in Japan, Italy, Denmark, France, UK & USA.

EDUCATION

Ph.D., Computer Science and the Information Society: 2004 - 2007

Università degli Studi di Firenze: Dipartimento di Elettronica e Telecomunicazioni

Collaboration among University of Siena, Italy and University of Aarhus, Denmark

Thesis: "*Being Visual: Dyslexia as a Resource for Design*", Ph.D. awarded: 12 April 2007

BFA, Graphic and Interactive Design with Art History Minor: 1997 - 2002

Tyler School of Art, Temple University, Philadelphia, USA

BFA completed with honors, Cum Laude

POST DOCTORAL EXPERIENCE

Interaction Designer, Centre for Interaction Design, Edinburgh Napier University: UK – April 2007 - Present

UX, UI & PROTOTYPING

- Designed UI, UX for GUI front end conversational prototypes with rich Internet application tools/Flex Builder
- Designed Interactions for web 2.0 aggregation social services
- Designed installations and devices for multimodal interaction e.g. speech, projection, touch and GUI
- Established information architecture, wireframes for web, applications and virtual machines
- Demonstrated use case scenarios, personas, aesthetics and its overall context of use
- Experienced in ethnography research to uncover and inform user, design and stakeholder requirements

HCI & USABILITY

- Developed theory based user-modeling methodology to meet design challenges
- Expert in HCI user-centered and participatory design methodologies for UX and UI
- Designed for technologies that do not exist thus having no existing user model or use case examples
- Created UI mock-ups, paper prototypes and video use-cases from theory to agile prototypes
- Investigated user requirements/data with rich Internet applications (Wizard of OZ) and eye trackers
- Conducted qualitative and quantitative evaluations measuring usability and dialogue metrics

EVALUATION & RESEARCH PUBLICATION

- Organized and conducted evaluations, questionnaires, surveys, focus groups and interviews
- Experienced in interactive design processes based on feedback from usability testing for UI and UX
- Identified and isolated key design problems and restraints with use case scenarios and personas
- Analyzed, reviewed and critiqued current and emerging technologies and software
- Experience in writing design briefs, project deliverables and research documentation
- Published in various international conferences, workshops and magazines

ADMINISTRATION & MANAGEMENT

- Managed "*CID Talks*" the Centre for Interaction Design's seminar platform for HCI practitioners
- Judged design competitions, chaired seminars, organized workshops, reviewed conference papers and journals
- Supervised several MSc students and dissertations: Web Aggregation Services and Online Personification

RELATED EXPERIENCES

Interactive Design Consultant, aDesignedPath.com: 2002-Present

Consulted, developed and designed several web sites for Sbarro Health Research Organization (www.shro.org), a non-profit cancer research center, and designed interactive museum installations for the University of Siena, Italy.

Temporary Contracted Lecturer, Università degli Studi di Siena, Italy: 2004-2007

Lectured Undergraduate Courses: *"Produzione Animazione"* and *"Produzione Grafica e Web"* at the Faculty of Philosophy, University of Siena with Studio 21 (www.studio21.it). Taught European students design, animation and web interactivity.

Temporary Contracted Lecturer, ARZNOVA: Siena, Italy – Fall 2005

Lectured Masters Course: *"Produzione Multimediale"* at ARZNOVA: Accademia per le Arte e le Scienze Digitali. Taught European students Adobe Flash ActionScripting and interactive design principles when developing micro sites.

IMPACT & RECOGNITION

Invited Talks, Installations, Publications and Awards & Grants

INVITED TALKS & WORKSHOPS

- Judge at interactive design competition *"Interact 7"*, Tyler School of Art, Temple University, USA: April 2009
- Guest lecturer *"Multimedia Design"*, School of Computing, Edinburgh Napier University, UK: Mar 2009
- Guest lecturer *"Adobe Flash Review"*, School of Computing, Edinburgh Napier University, UK: Dec 2008
- Attended *"Adobe Flex Camp & Flash AS3 Master Class"*, hosted by Academy Class: Glasgow, UK: Dec 2008
- Presented *"Demonstrating Conversational Companions"*: NordiCHI Conference, Lund, Sweden: Oct 2008
- Presented as guest speaker *"Design By Lifestyles"*: Irish HCI Conference, Cork, Ireland: Sept 2008
- Presented *"Human-Centred Design of Interactive Service"*: British HCI Conference, Liverpool, UK: Sept 2008
- Presented *"PHOTOPAL and the Digital Echo"*: CHI Conference, Florence, Italy: May 2008
- Presented PhD thesis *"Dyslexia as a Resource for Design"*: IASTED Conference, Austria: Mar 2008
- Presented PhD thesis *"Dyslexia as a Resource for Design"*: GIST Glasgow University, UK: Mar 2008
- Conducted Workshop and Presentation *"Design By Lifestyles"*: Dundee University, UK: Feb 2008
- Presented PhD research *"Dyslexia as a Resource for Design"*: Edinburgh Napier University, UK: Nov 2007
- Attended *"PaperVision 3D Workshop"*, hosted by PaperVision: Amsterdam, Holland: Oct 2007
- Conducted Two-day Workshop *"Companions"*: Napier University, Edinburgh, UK: Aug 2007
- Judge at interaction design competition *"Siena Design Project"*: University of Siena, Siena, Italy: June 2007
- Presented interaction design COMPANIONS Research: University of Siena, Siena, Italy: June 2007
- PhD Dissertation *"Dyslexia as a Resource for Design"*: University of Florence, Florence, Italy: April 2006
- Presented PhD research *"Dyslexia as a Resource for Design"*: University of Aarhus, Aarhus, Denmark: Sept 2006
- Presented interactive PhD research *"The Exam"*: Temple University Japan, Tokyo, Japan: May 2005

INSTALLATIONS & EXHIBITS

Companions: The Reminiscer, Future Emerging Technologies Conference, FET'09 Exhibition:

Users interact through serendipitous story telling with tags and photos. April 2009, Prague, Czech Republic.

Demonstrating Conversational Companions, NordiCHI'08 Demos:

Users interacted with photos on a conversational interface, Photopal. Oct 2008, Lund, Sweden.

Università degli Studi Siena Interactive Museum Installation:

Designed interactive arts installation with touch GUI showcasing university history. Oct 2003, Siena, Italy.

PUBLICATIONS

Benyon, D., O'Keefe, B., Mival, O. (2008) Human-Centred Design of Interactive Service.

In Proceedings HCI and Service Design Workshop, British HCI 2008, Liverpool, UK.

Mival, O., O'Keefe, B., Bradley, J., Roa-Seiler, N. & Benyon, D. (2008) PHOTOPAL:

Companionship, sharing and the Digital Echo. In Proceedings Collocated Social Practices Surrounding Photos Workshop, CHI 2008, Florence, Italy.

O'Keefe, B. (2008) Dyslexia as a Resource for Design. In Proceedings International Association of Science and Technology for Development HCI. Innsbruck, Austria.

O'Keefe, B., Geis, A., *"Sleeping Together Apart"*. Oct 2008. Keho: The Place for Presence Research Online Magazine. 17 Oct 2008. <<http://keho.pbwiki.com>>.

O'Keefe, B., Mival, O., Bradley, J & Benyon, D. (2008) Demonstrating Conversational Companions. In Proceedings Interactive Demos, NordiCHI 2008, Lund, Sweden.

AWARDS & SCHOLARSHIPS

- Full three-year PhD Scholarship, "*Borsa di Studio*": University of Florence, Italy: 2004-2007.
- American Institute of Graphic Arts (AIGA): 2003 Loop Archives, Interactive flash site, "*Andrei Tarkovsky*" placed within the top 15 student design web sites in the United States of America.
- Temple University Senior Design Review 2002. Top Interactive Portfolio: 3rd place.
- Tyler School of Art, Craft Show Poster and Post Card Design Contest 2001: 1st Place.
- IASTED Photo Contest 2008. Sponsored by LowePro, Innsbruck, Austria: "*Children Spirits*" 2nd place.
- Temple University International Programs Photo Contest 2000. "*Vatican Night*" judged "*too professional*" and disqualified from the competition.

SKILLS, CULTURE, ARTS

International Study, Spoken Languages, Communication Arts, Programming & Software Skills

INTERNATIONAL STUDY

Convivio Summer School, Napier University: Edinburgh, Scotland

Doctoral Research: Human-Centered Design and Interactive Systems

Summer Workshop 2006: Doctoral Research, ECA Project "COMPANIONS"

Tyler School of Art, Temple University Japan: Tokyo, Japan

Graduate Program: Graphic and Interactive Design Workshop.

Summer Workshop 2005: Doctoral Research, Japanese Design Studies

University of Tours and Temple University: Javols, France

Programme de Recherches sur Javols: Roman Archeological Excavation

Summer Workshop 2001: Art History and Ancient Gallo-Roman Society

Tyler School of Art, Temple University Rome: Rome, Italy

Undergraduate Fine Arts Program: Life Drawing and Photography

Semesters Fall 1999 and Spring 2000: Italian Baroque Art History

SPOKEN LANGUAGES

- Bi-Lingual: English (first), Italian (second fluent), Japanese (Izakaya level)
- Excellent knowledge of European and East Asian colloquial and cultural expectations

COMMUNICATION ARTS

- Expert level art direction, graphic design and interactive web software skills
- Fine artist: Photography, Pen & Ink, Illustration, Glassblowing, Oil Painting, Life Drawing
- Expert visual competencies: ability to use highly innovative visual thinking to inform interaction design
- Experience designing for large volumes of information with information visualization techniques
- Designed posters, flyers and keynote presentations for research promotion - Centre for Interaction Design
- Experience in developing scenarios and storyboards to communicate conceptual use cases

PROGRAMMING & SOFTWARE SKILLS

- Graphic/Interactive tools: Adobe CS4 Design Premium: Flash, Photoshop, InDesign, Illustrator, Dreamweaver etc.
- Developer tools: Adobe Flex Builder 3 and subversion libraries
- Programming Languages: ActionScript AS2 and AS3, JavaScript
- Markup Languages: HTML, MXML, XML, CSS

REFERALS

David Benyon MSc, PhD, Professor of Human Computer Systems

Edinburgh Napier University, School of Computing: Edinburgh, UK - (d.benyon@napier.ac.uk)

Antonio Giordano MD, PhD, President of Sbarro Health Research Organization

Temple University, Professor of Oncology and Biomedicine: Philadelphia, PA, USA - (president@shro.org)

Olav W. Bertelsen PhD, Associate Professor of Engineering

University of Aarhus, Department of Computer Science: Aarhus, Denmark - (olavb@daimi.au.dk)