

DAN SAFFER

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PROFESSIONAL EXPERIENCE

Creative Director

Nectarine Group
Palo Alto, CA
October 2011 - Present

Lead team of interaction and visual designers to create UIs and services for consumer electronics. Partner with industrial designers for holistic product UX.

Co-Founder and Principal Interaction Designer

Kicker Studio
San Francisco, CA
September 2008 - April 2011

Along with partners, founded and operated this boutique design firm. Principal interaction designer for consumer electronics, mobile devices, appliances, robots, interactive environments, and applications (web, desktop, and mobile).

Experience Design Director/Senior Interaction Designer

Adaptive Path
San Francisco, CA
June 2005 - September 2008

Designed websites, applications, kiosks, mobile devices, and services for this innovative design firm. Recruited, hired, mentored, evaluated, and trained designers.

Senior Interaction Designer

Ameritrade (Datek)
Jersey City, NJ
January 2002 - June 2003

Led the experience design efforts on applications and websites for the largest online brokerage serving nearly three million users.

Creative Lead

Plural
New York, NY
June 2000 - May 2001

Managed experience design teams in the creation of websites and applications. Hired and managed creative teams.

Producer

Organic
New York, NY
July 1998 - June 2000

Oversaw the creative and technical visions for projects of up to 40 people and \$8m budgets for start-ups through Fortune 100 companies.

Webmaster

W.W. Norton and Company
New York, NY
1995 - 1997

EDUCATION

Master of Design, Interaction Design

Carnegie Mellon University
2005

Bachelor of Arts, Individual Major

UCLA School for the Arts
1992, *cum laude*

ACADEMIC EXPERIENCE

Adjunct Professor

Carnegie Mellon University
Pittsburgh, PA
2004 - 2005
Taught interface and interaction design fundamentals to undergraduates.

PATENTS

Diabetes Management System
(D 633,200)

Remote control device for a diabetes management system (D 623,753)

Soft shell for a diabetes management system (D 633200)

Methods, apparatuses and computer program products are provided for generating a preview of a content item
Application #12100778

AFFILIATIONS

Founding Board Member, 2005-8

Conference Chair, Interaction08

Interaction Design Association

SELECTED CLIENTS

Anybots, Bonnier, Cablevision, Canesta, Cisco, CNN, City of Chicago, DirectTV, Foxmarks, Greenpeace, IBM, Indigo, Lee Enterprises, Logitech, Lucent Technologies, Microsoft, The New York Times, Ning, Nokia, OpenPeak, Tiffany & Co., TiVo, Time Warner, Warner Bros.

SELECTED PUBLICATIONS

Designing for Interaction: Creating Innovative Applications and Devices, Second Edition

New Riders
2009

Designing Gestural Interfaces: Touchscreens and Interactive Devices

O'Reilly Media
2008

"The Cult of Innovation"

BusinessWeek
2007

"Research is a Method Not a Methodology"

2007

Designing for Interaction

New Riders
2006

"So You Want to Be an Interaction Designer 2006"

2006

"Persona Non Grata"

2005

"The Role of Metaphor in Interaction Design"

2005

"Designing Organizational Decisions"

2005

"Design as a Means of Overcoming Barriers to Technology Adoption"

2004

"Writing Smart Annotations"

2003

"Tackling Maintenance Projects"

2002

SELECTED PRESENTATIONS

"The New Era of Non-Discoverability"
MobX 2011

"The Complexity of Simplicity"

X Design, OCAD
2010 - 2011

"What User-centered Design is Good For"
HFES 2010

"Designing for (and with) New Technology"

UX Lisbon 2010

"How to Lie with Design Strategy"

MX 2010

"Designing from the Inside-Out: Behavior as the Engine of Product Design"

UX London 2009

"Designing Smart & Clever Applications"

Voices That Matter 2009

"Carpe Diem: Attention, Awareness, and Interaction Design"

Interaction09 Keynote

"Interaction as a Material"

Event Design Summit 2008 Keynote

"Tap is the New Click"

WebVisions, Web 2.0 Summit
2008-2010

"How to Lie with Design Research"

Design Research Conference
2007

"Making Good Design Decisions"

2007

"Learning Interaction Design from Las Vegas"

South by SouthWest 2007

"The Role of Metaphor in Interaction Design"

IA Summit 2005

SELECTED PRESS

"Dan Saffer: The Want Interview"
Want Magazine, 2010

"Touch and Go: Q&A with Dan Saffer"
Sparksheet, 2009

"Talk To The Hand: Dan Saffer and Gestural Interfaces"
Core77, 2009

"Interaction Design is an Applied Art"
Design Interviews, 2008

"Going 'Topless' at Office Meetings"
ABC News, 2008

"Companies go 'topless' at meetings"
United Press, 2008

"Meetings Going Topless"
The Los Angeles Times, 2008

"Spread to Enlarge"
Read/Write Web, 2007

"Interaction 08 In the Garden of Good and Evil"
Boxes and Arrows, 2007

"Inkwell: Dan Saffer"
The WELL, 2006

"Designing for Interaction: An Interview with Dan Saffer"
AIGA, 2006

"Weblogs Worknotes: Dan Saffer"
Biggu, 2006

"Hot Dan on Dan Action: A conversation between Dan Brown and Dan Saffer"
2006

"Why I Blog My Post-Grad Course"
eLearning Post, 2004