DAN SAFFER

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PROFESSIONAL EXPERIENCE

VP of Product
Mayfield Robotics
2015 – 2016
Oversaw design and product management to launch a new home robot, Kuri. Devised product strategy and roadmap, combining feedback from customers, engineering, and marketing to set the strategic vision and lead the execution of features and the overall initial product. Established tactics to achieve Product-Market fit with a new brand in a new category. Gathered and prioritized product and customer requirements and worked closely with engineering to deliver a remarkable product that delights people and is profitable—all within a new product category.

Best in CES Finalist 2017 ▪ #9 on Wired's Top 10 Designs of CES 2017 ▪ PC Magazine's Best Robot of CES 2017 ▪ "Instantly likable." —Cnet

Directed all aspects of design—ID and digital—including robot personality, appearance, behavior, movements, sound, packaging, accessories, app, and website. Directly managed the Product team and guided outside design vendors. Defined product positioning and conducted business-level verification and market testing of features. Gathered and analyzed feedback from customers, engineering, marketing, and the market. Led internal process to define the product strategy, roadmap, timeline, and feature priorities. Refined and narrowed target audiences and their psycho- and demo-graphics. Defined launch pricing strategy and business model. Led naming and trademark efforts. Wrote requirements documents and use cases for product features.

Created initial brand and marketing positioning. Led Marketing efforts for the first 10 months, including social media. Became well-versed on other home robotics products and burgeoning consumer robotics market.

Creative Director, New Products
Jawbone
2015
Designed next generation products (hardware and software) and services for wearables and consumer electronics. Led, hired, and managed designers on the Product Experience team, while collaborating with departments across the organization, including manufacturing, data science, marketing, hardware and software engineering, and product management. Worked on incorporating new sensors and new uses of sensors into existing and future products.

Creative Director
Smart Design
2012 – 2014
Directed teams of cross-disciplinary (interaction, visual, and industrial) designers to design products across the hardware/software spectrum, including apps (web and mobile, consumer and enterprise) and devices, wearables, robots, consumer electronics, appliances, services, and automotive interiors.

EDUCATION

Master of Design, Interaction Design
Carnegie Mellon University

Bachelor of Arts, Individual Major
UCLA School for the Arts
cum laude

AWARDS

National Design Award
Nominee: Interaction Design, Design Mind
2017, 2014, 2013, 2012, 2010

Spark Awards 2014
Water Watcher project
Experience (Gold)
Screens (Bronze)

Interaction Design Awards 2015
Finalist, Water Watcher project

BOOKS

Microinteractions: Designing with Details
O'Reilly Media
2013

Designing Devices
Amazon Publishing
2010

***Designing for Interaction: Creating Innovative Applications and Devices,* Second Edition**
New Riders
2009

Designing Gestural Interfaces: Touchscreens and Interactive Devices
O'Reilly Media
2008

DAN SAFFER

SELECTED SPEAKING ENGAGEMENTS

Creative Summit
Design Research Conference
Event Design Summit
FOO Camp
IA Summit
Interaction
Solid Conference
SxSW
User Interface
UX Australia
UX Lisbon
UX London
UX Scotland
UX Week
Voices That Matter
Webstock
WebVisions

SELECTED CLIENTS

Anybots
Canesta
Cisco
CNN
Emotiv
HP
Logitech
Microsoft
Philips
Samsung
Sorenson
TiVo

PATENTS

Display screen of a captioning
communication device with
graphical user interface
D777,190

Remote control device for
a diabetes management system
D623,753

Soft shell for a diabetes
management system
D633,200

SELECTED ARTICLES

"Personality, Not Specs: Designing
Social Robots"
Medium
2017

"The Myth of Invisible Design"
Medium
2016

"In Design, Empathy is Not Enough"
Medium
2015

"Why We Need to Tame Our Algorithms
Like Dogs"
Wired
2014

"The Hidden Genius and Influence
of the Traffic Light"
Wired
2014

"The End of Design as We Know It"
Medium
2014

"The UX of Commercial Drones"
UX Magazine
2014

"Are Multi-Purpose Devices Better Than
Products That Perform One Function?"
The Wall Street Journal
2013

"Your Car is Your New Robot"
Fast Company
2012

"The Cult of Innovation"
BusinessWeek
2007

SELECTED PRESS

"And Then My Car Chimed In, After
It Nudged Me in the Rear: High-
Tech Grace Notes Alter the Driving
Experience"
The New York Times
2014

"The Future of UX: Tiny, Humanizing
Details"
Fast Company
2013

"Dan Saffer: The Want Interview"
Want Magazine
2010

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

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

"Meetings Going Topless"
The Los Angeles Times
2008

"Inkwell: Dan Saffer"
The WELL
2006