

RON ROSENMAN

www.ronrosenman.com
hello@ronrosenman.com
(646) 247.9597

15+ years designing and building products, services, tools, and simulations; weaving storytelling, software development, and product design principles across ideation, research, and engineering activities.

RELEVANT EXPERIENCE

Snap Snap Design

snapsnapdesign.com
Dec 2016 - Present

Founder, Principal

Offering design technology services across the full lifecycle of product development. Building functional prototypes around AR/VR, Voice, and other emerging technologies. Recent engagements include:

frog (Jan - Feb 2018)

- Developing healthcare concepts and early stage prototypes to kickstart the innovation lab of a major pharmaceutical client.

VICE (Feb - Dec 2017)

- Leading a team of journalists and designers to concept, design and build a series of economy-themed interactive data visualizations for the Money division of Vice News

Method (Jan - Oct 2017)

- Developing a multi-touchpoint simulation of a next generation drive-thru experience for a leading global fast food chain
- Building high fidelity HTML prototypes to test key concepts with end users
- Coding responsive templates and components for use by client's engineering team

Gensler

gensler.com
Sept 2015 - Nov 2016

Experience Technologist

- Defining the emerging Digital Experience Design (DXD) practice at Gensler
- Supporting design teams with technology strategy and UX prototyping
- Leading the research activities of the DXD Lab
- Directing web development activities in the brand studio
- Developing visualization tools for the architecture and brand studios

frog

frogdesign.com
July 2009 - Aug 2015

Principal Design Technologist

- Teaming with strategists and designers (VD, IxD, ID) to create engaging and delightful award-winning products and services
- Building interactive prototypes and simulations to demonstrate early design concepts
- Implementing production design language systems and reference code
- Facilitating an internal research group to investigate physical computing and gestural interfaces for installations and events

Buro Happold

burohappold.com
June 2008 - July 2009

Software Developer

- Writing custom software to rationalize complex geometry for fabrication
- Authoring a suite of internal tools to automate Revit and drive BIM adoption
- Leading the development of a web application visualizing NYC building codes layered over GIS data

Rockwell Group

rockwellgroup.com/lab
June 2007 - June 2008

Interaction Designer @ The LAB

- Developing The Lab's capabilities to explore, experiment, and demonstrate interactive experiences augmented with digital technology
- Creating full-scale prototype and early applications for interactive table
- Modeling 3-D laser cut display surfaces for projection mapping
- Producing a set of capacitive drinking glasses for a dining installation

SKILLS

Front End Development

JavaScript, jQuery, React, D3.js, three.js, Node.js, AWS, ES2015, Webpack, Gulp, Harp, Git, HTML, CSS, LESS, SASS, Bootstrap, Sketch, Illustrator, Photoshop.

Interaction Prototyping

InVision, Alexa, Processing, p5.js, openFrameworks, PhoneGap, Arduino, Kinect.

UX Design & System Analysis

User Testing & Research, User Journey Maps, Use Cases, Information Architecture, Functional Specifications, Wireframes, Object/Data Modeling, System Diagrams.

Software Development

Java, Python, PHP, Wordpress, SQL, C/C++, Objective C, Xcode, ActionScript, Flex, AIR, VB, C#, .NET, Visual Studio, Eclipse, Unix shell.

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EDUCATION

Product Architecture Lab Masters of Engineering in Product Architecture. Coursework in Interaction Design, Stevens Institute of Technology, Physical Computing, Scripting for Design Applications, Parametric Modeling, Digital Hoboken, NJ Fabrication, Structural Analysis, Environmental Analysis, and Numerical Optimization.

Harvard University AB in Computer Science. Coursework in C/C++ Programming, Graphics, Hardware, Cambridge, MA Networks, Theory of Computation, Data Structures and Algorithms, Mathematics, Physics, Lab Electronics, and Electronic Music.

SPONSORED RESEARCH

Incorporated Created a tool for exploring programmatic possibilities of their signature residence. incorporatedny.com Developed a genetic algorithm to consider a user's preferences regarding proximity, March - June 2008 adjacency, and view to suggest favorable options during Schematic Design.

Aranda/Lasch Developed software simulations, animations, and physical models inspired by cellular arandalasch.com automata and self-assembling structures for "Rules of Six" installation commissioned for Nov 2007 - Feb 2008 the MoMA exhibition "Design and the Elastic Mind".

SOM Lead developer on a student team embedded in an SOM architecture studio. Wrote soft- som.com ware to drive the form of a residential tower during Schematic Design by initially quantify- Sept 2006 - May 2007 ing view quality, and then optimizing across various architectural efficiency metrics.

TEACHING

Product Architecture Lab **Adjunct Professor, Spring 2010, *Object-Oriented Programming for Design Applications.*** Stevens Institute of Technology Taught a semester-long introductory programming course to first and Hoboken, NJ second year graduate students. The course work focused on interactive applications written in Java in the Processing environment, but also introduced .NET programming and automation of 3D modeling applications.

Lecturer, September 2008, *Special Topics in Interaction Design - Audio Form*
Introduced object-oriented programming concepts in Java and interaction prototyping exercises in Processing during the first unit of this graduate level course in which students explored dynamic relationships between audio and form.

Instructor, August 2008, *PAE Summer Immersion Workshop*
Taught object-oriented programming for 3D modeling applications in Visual Studio/ VB.NET and Rhino as part of this workshop for mid-career design professionals.

PERSONAL PROJECTS

Founding board member of Ignivomous, a 501(c)(3) not-for-profit arts organization;
Co-Producer of La Superette, a holiday art, music, and shopping event held in New York;
Member of ORTHO, a New York based performance combine.

INTERESTS

Data Visualization, Gestural Interfaces, VR/AR, IoT, Machine Learning, Responsive Buildings, Genetic Algorithms, Analog Synthesizers, Permaculture, Capoeira, Go, Parenting three young boys.