

# Jinsoo An

**Product Design Leader**—Early tech pioneer adept at establishing product vision, designing multimodal products for adoption, and advocating innovative practices

[jinsooan.com](http://jinsooan.com) / hello at jinsooan dot com

## Work Experience

### Instacart

Staff Product Designer, Connected Stores & Caper AI  
San Francisco, CA & New York, NY USA (Hybrid) : 2022 – Present

- Responsible for leading key features and workstreams for Caper Cart (smart shopping cart powered by AI and computer vision), Scan and Pay, and Carrot Tags—driving rapid deployment of B2C omnichannel solutions for grocery chains
- Effectively managed and spearheaded design initiatives across product design and industrial design disciplines in addition to serving as liaison between cross-functional partners including product management, hardware and software engineering, and marketing
- Established design principles and standards around hardware and software for Caper Cart as well as leading next-gen design of Caper Cart and Caper Counter (self-checkout kiosk powered by AI and CV) with VR prototyping
- Negotiated with Director of Product and Product Managers to define and prioritize features and OKRs
- Collaborated closely with engineers through deep understanding of CV and sensor tech to improve ease of use, efficiency, adoption, and performance—achieving optimized, intuitive and delightful shopping experience

#### Outcome

- Successfully deployed Connected Stores omnichannel products to major retailer chains from idea to launch in 3 months
- Engaged retail partner stakeholders and grew support on various projects that impacted in-store experience, service design and co-branding
- Praised by CEO Fidji Simo, VP of Platform Growth & Technology and Director of Design in group-wide emails for execution of Connected Stores demo
- Received avg. rating of 9.4 out of 10 by team members in 360 peer evaluation assessing areas including excellence, collaboration, communication, independence, project management, participation, attitude and responsiveness
- Was selected into initial skunk works team led by VP of Platform Growth & Technology and Co-founder Brandon Leonardo
- Work was featured on WSJ, The Verge, Fast Company, Business Insider, TechCrunch, VentureBeat, Engadget, Adweek, The Spoon plus 120 additional outlets

### Google

Contractor, Sr. Product Designer, Google Store  
Palo Alto, CA USA (Remote) : 2022

- Led design effort behind creation of product demos for Google Pixel 6, Pixel Buds Pro, Pixel Buds A-Series and Google Pixel Watch with goal of tactfully communicating core product features, values and how they work together with Google ecosystem including Google Assistant
- Translated technical features into beautiful, easy-to-understand vignettes that are complimentary to existing Google branding
- Collaborated with team of creatives and strategists to develop optimal interaction, creative direction, storytelling methods and vignettes that provide context-driven narratives around Google mobile ecosystem

#### Outcome

- Work was acclaimed by Google team and then later integrated into product landing pages on Google Store—which had major influence on user engagement as well as how products are promoted and communicated

### Google

Contractor, Product Design Lead, Ads Marketing  
Palo Alto, CA USA (Remote) : 2021

- Designed product for accessing consumer insights, stats, tools and trends that supports, educates and inspires marketers and business owners who bring in \$38 billion in revenue
- Explored and evaluated hundreds of design options, communicated their trade-offs and then quantified them based on measurable benchmark
- Responsible for overseeing and delivering: bullet-proof design solutions and functional prototypes with improved navigation and findability; phased feature rollout plan; deliverables including 300-page guidelines, strategic design decks, wireframe and user flows; localization support for 20 regions
- Hyperfocused on micro-interactions based on hundreds of iterations of UI components to increase engagement, user efficiency and browser performance—by working closely with front and back-end software engineers
- Created advanced Figma design system that adheres to design guidelines for Google and Material Design as well as accessibility standards e.g. WCAG and GAR
- Simultaneously produced design deliverables and managed team of jr. and mid-level designers through constructive design critique, team exercises and 1:1 mentoring
- Improved findability and discoverability based on marketer behaviors and user testing

- Managed delivery timeline and lobbied for resources based on obstacles and LOE req.

#### Outcome

- Turned the tide on client satisfaction after few weeks of work with systematic design solutions backed with research and strategy
- Convinced clients (Google managers and agency design leadership) all the way up to their key stakeholders (Google group directors and directors) to execute proposed design by becoming SME of UI components and owning new design system
- Improved quality and quantity of output and team collaboration despite challenges of working remotely—leading to project extension from 2 months to 9 months

## Hyundai Motor

### Contractor, UX Lead, Brand Communications

Los Angeles, CA USA & Seoul, S. Korea (Remote): 2021

- Designed Hyundai Artlab—digital archive for contemporary art and culture—by guiding agency team of designers, strategists, project managers and client stakeholders with suitable design methodologies
- Led series of collaborative workshops that helped team to evolve ideation into tangible design directions and realign team members on appropriate design process
- Facilitated client interaction between teams in US and Korea to improve cross collaboration and communication while eliminating "lost in translation"
- Identified and incorporated suitable design workflows and deliverables based on project requirements, timeline, available resources and committed deliverables

#### Outcome

- Addressed client's immediate needs 2 weeks ahead of schedule, which motivated agency team to focus on solving core problem
- Navigated team through tough roadblocks and ambiguity by implementing Zoom-optimized design exercises and workshops during lockdown
- Improved team's ability to tackle design problems and address stakeholder's feedback through structured design sprints

## Nike

### Consultant, Product Manager, Global Digital Innovation

Beaverton, OR USA (On-site) : 2020

- Developed forward-thinking platforms that leverage digital services and retail footprint to build community around fitness—with goal of diversifying Nike's business model and disrupting health / wellness market
- Designed proof-of-concept of integrated products and services as well as playbook containing multi-year vision, roadmap, framework and strategies
- Led and equipped lean team of designers, strategist, creative directors and project manager with product innovation methods, workshops and exercises that encouraged momentum, open collaboration and sense of direction

#### Outcome

- Product concepts were evolved into pilot programs and then launched as mobile apps in Nov 2021. They including Nike Training Club: Fitness (app refresh of NTC) in 12 countries; NTC Live (premium subscription/feature within NTC) in US, UK and JP; Nike Athlete Studio released worldwide
- App rating: NTC: Fitness received 4.9 out of 5 on Apple App Store and 4.5 on Google Play; Athlete Studio received 4.9 on Apple App Store and 4.8 on Google Play

- Transformed client's open-ended direction into solid creative and strategic vision that galvanized innovation group and their stakeholders

- Delivered project on time and surpassed client's requirements

- Received excellent remarks by client on thoughtfulness and level of depth

## Food Lab Accelerator at Google (FLAG)

### Product Owner, Supply Chain Management

Palo Alto, CA USA (Hybrid) : 2019 – 2020

- Developed open-sourced, global agrobiodiversity framework for growers, processors and manufacturers that build trust and accountability within data sharing to promote positive social impact in food system
- Bridged key industry leaders, partners and non-profits to develop new programs and pilots that facilitate data sharing and transparency
- Architected blueprint for scenario planning, AI equity algorithm, blockchain-based traceability and assessment tools—to be used by key industry players in food system

#### Outcome

- Facilitated 50+ industry-leading stakeholders towards unified vision and orchestrated actionable items with use of product management process
- Adapted playbook and framework into global pilot programs that countered against lack of sharing of data across key players in supply chain system and shortage / oversupply due to COVID-19

## BAT

### Consultant, Technical Product Manager, Strategic Science & Technology

London, UK (Hybrid) : 2019

- Led development of POC of health-conscious HaaS platform as alternative to combustible products using speculative design process and entrepreneurial approach
- Designed system that combines multisensorial hardware and consumable with mobile app, online service, retooled supply chain and distribution network to achieve horizontal integration and high-volume growth
- Managed and prioritized product features that improve psychological well-being of consumers based on wide range of social contexts and research
- Developed playbook for R&D team, which packages product concepts, consumer applications, platform architecture, active-ingredient formula, tech assessment, market analysis, monetization, strategic partnerships, consumer insights, visual storyboards, etc.

#### Outcome

- Work persuaded executives to commit to proposed global vision leading to investment of hundreds of millions of dollars, increase in budget allocation for R&D group and major shift in corporate strategy
- Work was later evolved into engineering prototypes and product trials in test markets in Asia over the course of several years

## LG Electronics

Consultant, Product Manager, Digital Display  
Seoul, S. Korea (Hybrid) : 2018

- Developed series of product concepts, vision, strategies and revenue models around home and wellness in next 5 to 10 years for C-level executives—by converging LG's display tech with AI, big data, blockchain, voice interface and sensors
- Led and conducted extensive research on home environment by analyzing spatial and social interaction, media consumption, space utilization and movement of typical households in US and S. Korea
- Evaluated key concepts and features during product design process based on well-defined PRD, technology readiness, LOE, collection of consumer insights based on stats, surveys and trends reports
- Conducted surveys, contextual inquiries and focus groups to identify preferences, lifestyle and media consumption of target demographics including Millennials and Babyboomers

### Outcome

- Proposed product concepts were presented to CEO for purpose of guiding long-term investment strategy for flat panel, IoT and mobile devices and smart appliances
- After being stress tested by engineers and executives, products were announced at CES from 20' through 23' and then launched as smart TV apps, HaaS subscriptions, consumer electronics and partnerships. They include: LG Gallery Design TV; LG SIGNATURE Premium Service in N. America, S. Korea and Singapore; smart TV apps e.g. LG LIVENow, LG 1M HomeDance, LG Fitness, LG Channels, ADT home security monitoring app and AI Picture Wizard; LG StandbyME—wireless touchscreen TV on wheels

## NFL : National Football League

Product Design Lead, Cross Platform, Digital Media Group  
Culver City, CA USA (On-site) : 2016 – 2017

- Led by serving product design and mgmt. roles across mobile, web and connected TV as well as premium subscriptions, stadium experience, gaming and e-commerce
- Designed, prioritized and monitored feature enhancements and releases for 22 apps, 7 websites and 5 social properties across NFL ecosystem in US, Canada, UK, Australia and Mexico
- Worked directly with VPs of Product and Customer experience, engineers, data scientists, editors, legal team, Verizon Wireless and franchise owners to: continuously identify opportunities; define and agree on PRDs; enhance and maintain product features; increase user engagement and acquisition towards qtlly. milestones
- Evangelized design process including fan-centric design method, overhauled design system, documentations (e.g. product playbook, UX design principles, etc.)
- Guided and coached junior-level product owners to ensure that proper product process was being exercised across teams via workshops, whiteboard sessions and job shadowing

### Outcome

- Increased: mobile engagement by 300%; sign-up conversion rate for streaming subscription by 40%; usability and fan satisfaction of mobile, TV and event experiences by 20–30%; Apple App Store rating from 2.1 to 4.9 out of 5; signups for NFL GamePass by 24% leading to 32% growth in revenue; mobile live streaming views by 35%
- Recognized by Apple App Store and Google Play Store as editor's choice
- Exceeded every qtlly. KPI set by stakeholders during employment

## Deutsch : Full-stack service agency for viral product

Experience Design Lead, Digital Creative Group  
Los Angeles, CA USA (On-site) : 2012 – 2016

- Led design and prototyping of mobile apps and connected accessories that facilitate and increase repeat purchase of consumer goods in addition to providing social currency, cultural relevancy and virality
- Played key role in driving and finessing product concepts for: scent-enabled mobile game for Pop Secret, VW.com car shopping and owner experience, contactless ordering app for Taco Bell, mobile loyalty program for Target, shopping tool and account management app for T-Mobile (FKA Sprint), marketplace optimization for Nintendo eShop1
- Designed digital campaigns and experiential activations that leverage BLE and NFC to nudge customer purchase and social content creation
- Guided teams to ensure that product narratives and value propositions are in alignment with UX, creative, strategy, planning, account and legal
- Served key role in shaping company culture by being ambassador to "maker" culture and generating excitement around innovation and creativity

### Outcome

- Reached 1.4 million downloads for Taco Bell ordering app after 2 months and later rolled out to 6,000 restaurants across US
- Added 491,000 monthly subscribers and 501,000 postpaid subscribers, largest growth in 4 years for Sprint
- Surpassed clients' target KPIs on 80% of all consumer-facing projects

## Publicis Groupe (FKA Rosetta and Level Studios) : Data-driven interactive agency

Sr. Experience Architect, Customer Experience Group  
El Segundo, CA USA (On-site) : 2012

- Designed UX for streaming video and music services for Sony Entertainment Network, game marketplace for PlayStation Network, eSports platform for Activision Blizzard's Call of Duty: Elite and e-commerce site for Murad Skincare
- Implemented product features and strategies by analyzing user data and user testing results related to consumer's daily habits, metagaming and media/gaming culture

### Outcome

- Increased: gamer retention by 30-40% for Activision Blizzard; digital purchases by 20-40% for Sony; ecommerce sales by 10% for Murad
- Expanded agency's capabilities by introducing human-centered design method

## Iconmobile : German consultancy specializing mobile and car UI

Sr. UX Architect, UX Group

Santa Monica, CA USA (On-site) : 2011 – 2012

- Designed Google Pay mobile wallet—world's first NFC-enabled mobile payment platform for Android FKA Softcard which was later acquired by Google in 2015—& mobile sites for Microsoft Cloud, T-Mobile, Johnson and Johnson
- Performed complete usability benchmark and heuristic evaluation on BlackBerry OS based on defined tasks and attributes e.g. efficiency, findability, consistency, memorability, time perception, predictability, etc.
- Strong emphasis on mobility including understanding of physical environments; location-aware services; integration of sensors e.g. accelerometer, gyroscope and ambient light sensor; technologies e.g. QR code, BLE and NFC; convenience-related human factors related to task efficiency, habitual usage and indoor/outdoor visibility
- Cooperated with engineers from Berlin office and multilateral agency partners to ensure that product features are aligned with value props. and product marketing

### Outcome

- Launched mobile wallet on Android as pre-installed app on selected models of new smartphones purchased through AT&T, T-Mobile and Verizon in US—reaching tens of millions of users
- Mobile wallet app helped Google Pay team to rapidly gain mass market and gain deep insights into fintech operations
- Improved customer satisfaction score for BlackBerry Torch by 10 to 20 points in usability

## Designory : Interactive product marketing agency

UX Architect, Strategy Group

Long Beach, CA USA (On-site) : 2009 – 2011

- Designed and maintained OEM websites and mobile apps that facilitate full consumer purchase life cycle
- Delivered redesigns and feature enhancements for digital touchpoints that account for pain points and preferences of potential and existing customers as well as business req. and operational workflows of both clients and partners e.g. dealerships
- Products including: electric, luxury, recreational, commercial and fleet vehicles (Audi, Infiniti, Nissan, Subaru), fitness apparel (Nike), home appliance (Bosch), health care (Quest Diagnostics, VCA Animal Hospitals), enterprise (HP)
- Led iterative design process by gathering and analyzing web analytics, customer surveys, field research and industry benchmarks as well as continuous tracking/monitoring of metrics on web and retail ops.
- Cooperated with product insight and data science teams to ensure all customer touch points to dealerships, retailers or hospitals are aligned with product/service features, marketing, localization and market segmentations

### Outcome

- Increased: ownership satisfaction score for Infiniti USA website, owners portal and app experience by 28%; RFQ lead gen conversion rate for Nissan Titan by 400% and Nissan NV200 by 200%—through complete site redesign
- Received Top 5 place in JD Power Manufacturer's Website Study in 2009 and 2010 for Nissan and Infiniti USA

- Successfully launched landing pages, vehicle configurator, owners portal and connected mobile app for Nissan Leaf, which led to 8.2 out of 10 in customer satisfaction score and 9,700 units in sales for first 14 months of release

## Almer/Blank : Boutique agency for app and game development

Contractor, UX Designer

Venice, CA USA (On-site) : 2008 – 2009

- Designed interactive games and game mechanics from scratch including: Neopets Neohome—MMORPG-based open-ended home-building video game for kids AKA mesh-up of Pokemon and Sims purchased by ViacomCBS to compete against Disney's Club Penguin; Konami Dance Dance Revolution (DDR) port for web and FB that integrates multiplayer and social component to original DDR game for console
- Implemented features for parental control, sign-up and in-game currency in accordance with COPPA
- Designed and prototyped complete bundled DIRECTV app experience for subscribers that packages: streaming live TV and pay-per-view, DVR scheduler and personalized TV guide for mobile apps, web, social and set-top box—for the purpose of demonstrating to executives and test viability of competing against Hulu
- Was responsible for game design, UX, UI design, prototyping, research, user testing and asset production

### Outcome

- Increased avg. user engagement from approx. 15 min. to over 2 hrs. with introduction of Neohome during first 6 months of release
- Brought in hundreds of millions of dollars in revenue via in-game currency introduced in Neopets Neohome
- DDR brought tens of millions of visitors per month to Konami online gaming site generating high ROI through ad revenue
- Tackled high-stakes projects in 2-member team by wearing multiple hats and working closely with software engineer

## Walt Disney Studios / Fox Corp. (FKA Fox Entertainment Group)

Intern, Solution Architect, Technology & Architecture Planning

Century City, CA USA (On-site) : 2007

- Designed, developed, configured, tested and deployed enterprise portals that manage internal knowledge base and process automation using SharePoint Server
- Developed automation scripts and custom themes using Visual Studio to improve maintainability and usability

### Outcome

- Deployed portals for 5,000 employees across multiple business units within 3 mos. w/o bugs—becoming part of company's indispensable resource

## Southern California Edison : Electric utility since 1886

Intern, Systems Analyst, Software Development & Maintenance; Solution Delivery

Rosemead, CA USA (On-site) : 2006 – 2007

- Performed redesign, user testing, QA and maintenance on customer-facing websites and enterprise portals for electric utilities co. that serves 15M people across 50K sq. mi.
- Improved usability and efficiency of enterprise portals through methods outlined by Jakob Nielsen
- Audited internal IT systems for SOX-compliance
- Systems worked on include: customer portal for managing bills and smart meter; site for retrieving service and maintenance-related information; site for submitting customer survey and complaints; customer DB related to service usage, enterprise portals for business units and mission-critical ops.

## Cal Poly Pomona

Student Employee, Media Lab Assistant, Studio Six, Instructional and Information Tech.

Pomona, CA USA (On-site) : 2003 – 2006

- Provided on-site instructional and training services to students, faculty and staff related to digital learning content creation, multimedia production, Adobe software and management of BlackBoard remote learning system
- Created instructional guides and tutorials as well as hosting workshops related to web development and design
- Designed and maintained division website that adheres to brand and accessibility guidelines

## Cal Poly Pomona

Student Employee, Web Designer, University Housing Services

Pomona, CA USA (On-site) : 2003

- Designed and maintained university website for student housing information and reservation system
- Maintained relational DB for storing student records and payment info

## Spunknetwork : CNET competitor of dot-com

Web Designer

San Antonio, TX (Remote) USA : 2001 – 2002

- During high school, was invited by founder to join dot-com startup to design websites and produce interactive animations after portfolio was discovered on DeviantArt
- Designed ecosystem of websites for tech news, streaming videos, paid banner ad network and app development tools (e.g. Texturizer text editor) by collaborating with designers around globe

## Valtech : Garage computer repair service

Owner

Kansas City, KS USA (On-site) : 1999 – 2001

- Self started small local business selling customized PCs, repairing and recovering data
- Sold customized high-end rigs for small local businesses e.g. video production and architectural firm
- Sold low-cost PCs based on Cyrix chip to families and elders with price that was 20% cheaper than budget PCs sold at retailers
- Performed data recovery and DB migration as well as upgrading legacy video rental checkout system and POS to modern standards complete with automation based on custom scripts, barcode scanning and thermal printing of receipts

## Personal Project

### Project Nourished : Mixed-reality eating enhancement

Founder & Inventor

- Designed and developed world's first VR experience that combines hardware and software to provide multisensory stimulation (scent, haptic, visual and auditory feedback) and enhanced eating, drinking and drug administration with therapeutic benefits
- Led and managed crowdsourced team of 50+ SMEs e.g. scientists, chefs, architects, engineers, 3D artists, industrial designers, writers and fabricators to transform moonshot vision into reality—charting new path for emerging industry and generating interests for continued research
- Developed custom ARM-based microcontroller for mixed reality hardware by working closely with electrical engineer
- Worked with computer vision (OpenCV) to identify food and motion capture to detect motion as well as absolute and relative positioning of apparatus related to eating and drinking

As referenced by

#### Flavorful Bites in a Virtual Reality

Amelia Nierenberg  
New York Times, 2020

#### Waking Up to Reality - Building a responsible future for immersive technologies

Accenture in collab. with G20 Young Entrepreneurs' Alliance, 2019

#### Gastrophysics: The New Science of Eating

Charles Spence  
Penguin Random House, 2017

#### Augmented Human: How Technology is Shaping the New Reality

Dr. Helen Papagiannis  
O'Reilly Media, 2017

#### Multisensory Packaging: Designing New Product Experiences

Carlos Velasco, Charles Spence Palgrave Macmillan, 2019

#### Context: The Effects of Environment on Product Design and Evaluation

Dr. Herbert L. Meiselman  
Woodhead Publishing, 2019

## Exhibitions

### Future of Food Collection

Futurium  
Berlin, Germany, 2019 – Present (permanent installation)

### À table en 2030

Universcience Paris, France, 2016

### +5 Antwerp à la carte

Museum aan de Stroom Antwerp, Belgium, 2016

### GLOBALE: Exo-Evolution (curated by Peter Weibel)

ZKM Center for Art and Media Karlsruhe, Germany, 2015

## Academic Research & Published Paper

Consumer Product Development with VR, AgroParisTech, 2016

Cat Cat Revolution: Interspecies Gaming experience (cited by 40 research), ACM SIGCHI, 2011

## Speaking Engagements

Commencement Speech, CENTRO College for Design, Media and Film, Mexico, 2020

Festival Internacional Inmersiva funded by Mexico Federal Ministry of Culture, 2019

Impossible Foods, USA, 2018

TEDxTartu, Estonia, 2018

Google Food Lab Summit, USA, 2018 and 2017 CopenXrealities, Denmark, 2017

Givaudan, Switzerland, USA, 2016

Institute for the Future, USA, 2016

ArtCenter College of Design, USA, 2016

Google I/O Extended, Sony Computer Entertainment, USA, 2015

Google Glass Team, Google X, USA, 2014

Suprastudio (taught by Frank Gehry), UCLA Architecture and Urban Design, USA, 2014

TED Week, UCLA Anderson School of Management, USA, 2014

## Mentoring

Program Advisor & Guest Instructor, Carnegie Mellon CMKL Thailand, 2021

Edu. Consultant & Workshop Instr., CENTRO College for Design, Media and Film, 2019

Mentor for MA Research, The New School for Social Research, 2019

Mentor for MFA Environmental Design Thesis, ArtCenter College of Design, 2012

Mentor for MBA Thesis, USC Marshall School of Business, 2012

## Community Involvement

Instructor, Creative AI Camp (for secondary edu.), CP Group, Bangkok, 2021

Guest Speaker, FIRST LEGO League - Robotics, N. Hill Elem. School, Rochester Hills, 2018

Guest Speaker, Belmont High School, Los Angeles, 2015

Local Organizer, Interaction Design Association (IXDA) Los Angeles, 2011-2012

## Notable Broadcast Appearance

### BBC Radio 4

Food Programme - Playing with Food: The world of video game gastronomy  
Broadcasted and streamed in UK, 2019

### Planète+ / Netflix

Rêver le futur: L'alimentation du futur (Dreaming of the future: Food for the future)  
Syndicated in Europe, N. America and Asia, 2016-2018

### Channel 5

The Gadget Show  
Broadcasted in UK, 2016

## Awards & Recognitions

1st Pl. Winner & Team Lead, Hololens Hackathon, Microsoft, Los Angeles, 2016

1st Pl. Winner & Team Lead, Extreme Wearables Designathon, Intel and ArtCenter, 2014

Best Brand Experience for VW.com, UX Award, 2014

The Webby Awards Nominee, 2014

FWA, 2015, 2014 & 2013

Top 5 in JD Power Manufacturer's Website Study, 2009 & 2010

1st Pl. Winner of IT Competition (hosted by Cal Poly Pomona CIS Dept.), 2005

## Skills

Accessibility – WCAG • GAR • Screen reader

Analytics and A/B Testing

Design Methods – Lean • Human-Centered • Design Thinking • Systems Thinking

Foresight Studies – Trend extrapolation • Strategic / normative scenario development

Infographics and Data Visualization

Languages – Read, write and speak fluently in English and Korean • Elementary Japanese

Localization Support

Project Management – Jira • Trello

Rapid Prototyping

Research Methods – Ethnographic • Cross-cultural • Heuristic eval. • Contextual inquiry

User Testing Tools – UserTesting.com • Qualtrics • UsabilityHub • SurveyMonkey

UX, IxD and Wireframing – Figma • Sketch • Framer • InVision

VR and 3D – Unity • Rhino • ShapesXR

## Education and Training

B.S., Business Administration with emphasis in E-Business  
California State Polytechnic University, Pomona, CA

Cooper Interaction Design Practicum  
Cooper U, San Francisco, CA