

Conrad Albrecht-Buehler

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PROFILE

Designer and engineer with a passion for working on challenging user problems, and dedicated to delivering innovative user experiences and desirable products through established methods of user-centered design. I am focused on integrating the needs of many stakeholders to build products with broad appeal and exceptional utility. My recent work has explored managing user attention, as well as minimizing distraction while maintaining engagement with a task.

RECENT PROFESSIONAL EXPERIENCE

- Human-Machine Interface Interaction Designer, BMW Group** (Munich, Bavaria) January 2013– Present
- Interaction design lead for MINI, Rolls Royce, and BMW *i* in-vehicle interfaces.
 - Building and documenting the architecture for the next-generation BMW in-vehicle UI.
 - Developing innovation projects related to human-machine interaction.
- Senior Interaction Designer, VMware, Inc** (Palo Alto, CA) May 2012– January 2013
- Project lead and designer of several mobile apps created for server management.
 - Lead designer of vSphere security interfaces, as well as (yet-unreleased) navigation features.
 - Mentored small team focused on the innovation of datacenter monitoring interfaces.
- Co-Founder, iView Systems, LLC** (San Mateo, CA.) September 2011 – Present
- Product designer for startup working on software-supported talent acquisition.
- Advanced Development of User Experience & Interfaces, VMware, Inc** (Palo Alto, CA) August 2009 – May 2012
- Applied concepts from video game interactions to enterprise infrastructure management interfaces.
 - Lead designer and prototype engineer of mobile applications for enterprise products.
 - Responsible for research and development of enterprise authorization methods and security management.
- Adjunct Faculty, Segal Design Institute, Northwestern University** (Evanston, IL) March 2007 – June 2009
- Instructed several courses in methods of user-centered design and in human-computer interaction.
 - Advised student teams on product design, user observation, and robotics.
 - Generated original design education materials, focusing on product design methods.
- Web Design and Messaging Consultant, Segal Design Institute, (Evanston, IL)** January 2009 – June 2009
- Managed redesign of Segal web site and coordinated stakeholders with web communications team.
 - Created interface prototypes and an information architecture for a site that reflects the student community.
- User-Research Consultant, Sittercity, Inc.** (Chicago, IL.) December 2007 – February 2008
- Conducted a successful user-study to guide the redesign of the company's web application interface.
- QuickTime Marketing Intern, Apple Computer, Inc.** (Cupertino, CA) June 2003 – December 2003
- Created a system for the collection and analysis of sales and marketing data.
 - Invented a simple method of connecting Bluetooth wireless devices.

EDUCATION

- Ph.D., Computer Science (Human-Computer Interaction), Northwestern University** 2008
Advisor: Professor Donald Norman
Title: "*Heed: A Framework For Situation Aware Monitoring*"
- Developed method of monitoring and maintaining awareness of complex, fast-changing environments based on a study of persons that monitor web servers, online discussion, business performance, and disease outbreak.
- M.S., Computer Science, Northwestern University** 2003
B.A., Geological Sciences, Northwestern University 1998

SELECTED INVITED TALKS

- Leave Me Alone! Interruption Is The Worst Thing About Mobile Devices, May 25, 2011, UX Sofia, Sofia, Bulgaria
- Techniques to Catch a User's Attention, November 11, 2010, World Usability Day, Prague, Czech Republic
- Heed or: How I Learned to Stop Monitoring and Love Situation Awareness, January 12, 2010, BayCHI, Palo Alto, CA
- Making Monitoring UIs Suck Less, February 26, 2009, Google, Chicago, IL
- Heed: A Framework For Situation Aware Monitoring, December 2, 2008, Microsoft Research, Redmond, WA
- Developing Products for Stroke Survivors, October 6, 2006, Strategic Development of Products and Environments for People with Stroke: Designing for a Unique Market, Rehabilitation Institute of Chicago, Chicago, IL

AWARDS and FELLOWSHIPS

- Awarded, National Science Foundation East Asia Pacific Summer Institute 2005
- Winner, Apple Intern Design Competition "Make Your Own Mac" 2003

LEADERSHIP EXPERIENCE

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| Tech-Lead, VMware vCloud Client for iPad | 2011, 2012 |
| • Designed, prototyped, and oversaw the development and release of this consumer-facing cloud application. | |
| VMware Research and Development Innovation Offsite Steering and Program Committees | 2011, 2012 |
| • Planned conference sessions, selected keynote speaker, selected papers, organized events for 1400 attendees | |
| Segal Design Institute Faculty Committee, Northwestern University | 2002-2007 |
| • Member of committee that established design degree program at Northwestern. | |
| • Advised on curriculum, courses, and requirements. | |
| State of the Science Conference Planning Committee, Rehabilitation Institute of Chicago | 2005-2006 |
| • Planned conference sessions, and invited speakers | |
| Web Chair, IEEE Conference on Virtual Reality 2004 | 2003-2004 |
| • Led the creation of all online content for conference | |

SELECTED PUBLICATIONS

Albrecht-Buehler, C (2008). Heed: A Framework For Situation Aware Monitoring (173 pp.). *Northwestern University, Graduate School Dissertation.*

Stehle, C and Albrecht-Buehler, C. Developing More Desirable Products for Stroke Survivors. *Topics in Stroke Rehabilitation*, Thomas Land Publishers, 2008.

Albrecht-Buehler, C., Watson, B., Shamma, D. Visualizing Live Text Streams Using Motion and Temporal Pooling. In *IEEE Computer Graphics and Applications Special Issue on Smart Depiction 2005*, IEEE Press, 2005.

Ruberry, M., Owsley, S., Shamma, D. A., Hammond, K. J., Budzik, J., Albrecht-Buehler, C., Affective Behaviors for Theatrical Agents. In *proceedings of Intelligent User Interfaces Workshop on Affective Interactions: The Computer in the Affective Loop*. San Diego, 2005.

Setlur, V., Albrecht-Buehler, C., Gooch, A., Gooch, B. Semanticons: Visual Metaphors as File Icons, *The Proceedings of the Annual Conference of the European Association for Computer Graphics*, 2005.