Mike Kuniavsky

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I am a consultant, designer, author and researcher focused on improving the user experience of technology. I bring 15 years of technology design experience to helping companies build their businesses by creating successful products and services.

Employment History

CEO, Co-founder, ThingM, 2006-present

ThingM designs, develops, manufactures, and sells digital electronic products. First 1000 units of the first product, a smart LED for industrial design prototyping sold out in two weeks. A fully-working prototype of WineM, an RFID wine rack, was developed in less than 4 months, and received international media attention. Primarily responsible for company management and product, funding, and intellectual property strategy.

Founding Partner, Adaptive Path, 2001-2004

Clients included: National Public Radio, Overture Services, Crayola, Sony, Yamaha, Cypress Semiconductor

Company profitable from the second month of operations, revenue grew 40% a year while paying full market-rate salaries to all partners and employees during economic downturn. Created egalitarian, profitable company structure focused on high-value consulting focused on the needs of Fortune 500 companies.

User-centered product development consultant, 1999-present

Clients included: QUALCOMM, Corel, Whirlpool, Henry Ford Museum, Scient, living.com, eGreetings, pets.com, snapfish.com

Closely collaborated with clients to create and sustain user-centered corporate cultures. Advised on, and recruited specialist training and design consultants for clients. Edited, oversaw production and wrote most of the content for *in.home*, a book articulating Whirlpool's future vision of the kitchen and living room. Helped clients maximize user experience quality while staying competitive.

Senior Researcher, HotWired/Wired Digital/TerraLycos, 1996-2000

Founded Wired User Experience Laboratory in 1998, one of the first dedicated Web usability labs and served as primary investigator. Designed user interfaces for multiple services, including HotBot, described by *Internet World* as "superior to all other Internet search engines" in 1997 and which received *PC Magazine's* Editors Choice and *PC Computing's* MVP awards.

Vice President of Design, Presence Information Design, 1994-1995

Clients included: Columbia Pictures, *Tales from the Crypt*, id Software, Paramount Pictures, Trader Joe's, Pacific Bell

Architected, art directed and produced one of the first e-commerce websites, HotHotHot, featured on the cover of *Inc* Magazine and one of only 10 ecommerce sites recommended to all AOL users in 1995. Another product received the 1995 *National Information Infrastructure Award* from VP Al Gore.

Senior Consultant/Consulting Manager, University of Michigan Information Technology Division, 1988-1994

Consulted on more than 200 software packages on four operating systems. Installed first public Web server at the University in 1993 and led its Web information service group. Taught University's first Web design classes, co-authored and prototyped networked multimedia kiosks, wrote/directed instructional videos, administered UNIX machines, managed 50 student consultants, led study of distributed email that led to 50,000-person email migration plan.

Selected Publications

Book

Observing the user experience: A practitioner's guide to user research. (San Francisco: Morgan Kaufmann Publishers, 2003.) ISBN: 1558609237.

Book chapters

"User Experience and HCI" chapter in *Human-Computer Interaction Handbook, 2nd edition,* Julie A. Jacko and Andrew Sears (Eds), (CRC Press, 2007) ISBN 0805858709

Six word memoir and illustration in *Not Quite What I Was Planning, Six-Word Memoirs by Writers Famous and Obscure*, Larry Smith and Rachel Fershleiser (Eds), Harper Perennial, ISBN 0061374059

"Usability Testing in the Electronic Government Environment" chapter in *Local Freedom, Egovernment Best Practices*. (San Francisco: Macromedia Press, 2004)

Selected essays and articles

"Appliances Evolve," Vodaphone *Receiver* magazine, May 2007

" Magical ubicomp: the case for a design metaphor," *Ambidextrous* magazine, March 2007

"Roachball Goes Open Source," *MAKE* 08 magazine, December 2006

"A Sublime Machine," *MAKE* 07 magazine, August 2006

"Guidelines are a tool: a design knowledge management system…for programmers?!?" DUX Case Study, November 2005

"Projections Into the World: Service avatars as ambient intelligence objects," *<interactions>*, July/August 2005

"Extending a Technique: Group Personas," *Boxes and Arrows* Journal, September 2004

"The Smart Furniture Manifesto," *Metropolis* Magazine, June 2004

"User Expectations in a World of Smart Devices." Adaptive Path Web essay. October 2003

"Crafting a User Research Plan." Adaptive Path Web essay. May 2003

"It's the User, Stupid." Sendmail.net Web essay. January 2000

Invited Presentations

"Information Shadows: how ubiquitous computing serializes everyday things," Keynote, NASIG Annual Conference 2008

"Sketching Smart Things," CHIFOO (January), BayCHI (February), UC Berkeley School of Information (March), 2007

"ThingM Makes a Smart Object," IDEA Conference presentation, October 2007

"Boundary Objects," presentation, Headlands Center for the Arts, August 2007

"When a knife talks to a toaster, what do they say?" presentation, TASTE3, May 2007

"Technology brings context," Keynote, Outdoor Historical Museum Forum, March 2007

"The Coming Age of Magic," Keynote, O'Reilly Emerging Technology Conference, March 2007

Selected Workshops and Presentations

"Sketching in Hardware," O'Reilly Emerging Technology Conference, March 2006

"What's Invisible Technology? No, really?" Workshop on situated computing, accepted, Ubicomp 2005

"Machines of Loving Grace: User Experience Design in Ubiquitous Computing," the 2005 Information Architecture Summit, Montreal, March 4, 2005

"The Smart Furniture Side Show," 2ad: the Second Appliance Design Conference, Bristol, May 12, 2004

"UI Design as Part of an Agile Process," workshop (with William Pietri), XP Agile Universe, Calgary, April 17, 2004

"Lost in Ambient Intelligence," Workshop paper, CHI 2004, April 24, 2004

"The User-Centered Design of Amusement Parks," workshop, Interaction Design Institute Ivrea, Italy, November 5-10, 2003

"Reverse the Polarity," presentation, New Paradigms in Using Computers, IBM Almaden Research Center, July 14, 2003

"The Complete User Experience," workshop, Web2001, San Francisco, September 5-6, 2001

"Web Design," panel, Digital Hollywood Conference, Burbank, CA, 1996

Selected Events and Exhibitions

2006-2008: *Sketching in Hardware*, created and organized an influential annual summit on the design and use of physical computing toolkits

2006: *ISEA C4F3*, curated and installed exhibit at major international art show. Recruited selection committee from art, design, academia and pop music, San Jose

2005: *Bass Ghost* installation at "Rigged" show, The Shipyard art space, Berkeley

2001: *Stock Puppets* installation at SIGGRAPH Art Gallery, Los Angeles (with Jim Mason) and Cellspace gallery, San Francisco

1999-2001: *ICP* at Burning Man (by invitation), Black Rock City, NV (with Jim Mason and Alexander Rose)

1998: LIMN Gallery, San Francisco (with Erik Adigard and Taylor)

1990-1991: InFocus Film Festival, co-organizer, Ann Arbor

Honors

Member of ACM, AIGA, IDSA

Short paper reviewer, ACM SIG CHI Conference, 2003-2005, 2008

Book proposal reviewer, Morgan Kaufmann Publishers, 2003

User experience consultant, OpenOffice.org, 2001-2002

Advisor, QBOX, a robotic art organization, 2003-present

Advisor, the Rosetta Language Preservation Project, the LongNow Foundation, 2000-present

Children's docent, San Francisco Museum of Modern Art, 1995-1999

Judge, Ann Arbor 8mm Film Festival, 1990

President, Ann Arbor Film Cooperative, 1988-1990

Education

BS in Computer Science, BA in Film/Video Studies, May 1991

University of Michigan, Ann Arbor