

## 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

#### Method

method.com  
Jan 2017 - Present

#### Design Technology Lead

- Developing a multi-touchpoint simulation of a next generation drive-thru experience for a leading global fast food chain
- Building high fidelity interactive HTML prototypes to test key concepts with end users
- Working with designers to build responsive templates and components for consumption by the client's engineering teams

#### VICE

news.vice.com/money  
Dec 2016 - Present

#### Lead Interactive Developer

- Leading a team of journalists and designers to concept, design and build a series of interactive data visualizations for the Vice Money division of Vice News
- Leveraging 3rd party API's and developing RESTful endpoints to support the pieces

#### 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, ES6, React, Redux, D3.js, three.js, Node.js, Webpack, Gulp, Harp, Git, HTML, CSS, LESS, SASS, Bootstrap, Sketch, Illustrator, Photoshop.

#### Interaction Prototyping

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

#### UX Design & System Analysis

User Testing & Research, User Journey Maps, Use Cases, Wireframes, Information Architecture, Functional Specifications, Object Modeling, 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 in Spring 2008. Coursework in Stevens Institute of Technology Hoboken, NJ Interaction Design, Physical Computing, Scripting for Design Applications, Parametric Modeling, Digital Design and Fabrication, Structural Analysis, Environmental Analysis, and Numerical Optimization.
- Harvard University** AB in Computer Science in June 1998. Coursework in C/C++ Programming, Cambridge, MA Theory of Computation, Data Structures and Algorithms, Graphics, Hardware, Networks, Mathematics, Physics, and Lab Electronics.

### 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 quantifying view quality, and then optimizing across various architectural efficiency metrics. Sept 2006 - May 2007

### TEACHING

- Product Architecture Lab** Adjunct Professor, Spring 2010, *Object-Oriented Programming for Design Applications*. Stevens Institute of Technology Hoboken, NJ Taught a semester-long introductory programming course to first and 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 in the PAE Summer Immersion Workshop, August 2008.  
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.