

# Allen Smith

## Contact

+46 76.553.8771

twitter.com/mojofat

allen@modeless.se

se.linkedin.com/in/mojofat/

## Portfolio

modeless.se

**Design Leadership / ISO 9241 / Innovation / UX Design  
UCD Methodologies / Service Design / Agile / Prototyping**

## Profile

Creative software professional with proven ability to transform concepts into award-winning, commercially successful products and services. Specialize in combining creative and technical leadership, with entrepreneurial mindset, to deliver revenue-generating, market-oriented products and high-performing teams.

### Creative Strategy

15+ years experience delivering industry-recognized creative software solutions for global brands. Proven experience in web, mobile, consumer electronics, automotive, advanced computing, and service design. Extensive experience in leading design thinking innovation programs.

### Design Management

Experience managing teams of diverse personalities, cross-functional competencies in deadline driven, agile environments. Established career development programs, lead cross-functional team collaboration, develop industry outreach opportunities, and mentoring students and junior team members. Budget responsibilities and setting of Key Performance Indicators.

### Software

OS X, iOS, Android, Adobe CC, MS Office, iWork, Arduino/Processing, Max, JQuery, HTML5, CSS3, OmniGraffle, Final Cut Pro

## Experience

### Global UX Design Manager, Volvo Group

2014-Present

Lead the global UX strategy (onboard and off) for a multi-brand portfolio of trucks, construction equipment, and marine systems. Owner of the global UX design process, budget, and facilitating UX design in an agile environment across five design studios and many engineering and supplier teams.

#### Responsibilities:

- Service design, next generation in-vehicle user interfaces, mobile, and telematics
- Coaching and process development for global design working within cross-functional agile scrum teams / Inspiring these same teams with a UX vision
- Design management representative for advanced design and research projects
- Driver of digital design language development for each brand across multiple touchpoints
- Owner of the global UX design budget, including direct reports, consultants, and suppliers across five global design studios

### Innovation Specialist, Ericsson

2012-2013

Leading innovation across multiple product design units and highly technical portfolios. Utilizing design thinking methodologies to drive innovation, 33% travel, interfacing with multiple international executive teams. Contextual user research. Designing and leading innovation workshops.

#### Areas of focus:

- Cloud and Big Data
- Internet of Things and Smart Cities
- Co-creating and building an innovation management program based on design thinking
- Usability / UX Metrics and Evaluation / Lean UX / Mentoring thesis projects

**Interaction Design Manager, Designit****2011-2012**

Hired to start and grow interaction design discipline in the Göteborg, Sweden studio. Defining and executing digital design strategy for studio, hiring and managing team of interaction and visual designers. P&L responsibility for all digital business.

*Responsibilities:*

- Overall quality of creative execution of client deliverables
- Client relationships and business development
- Resource management and allocation

**Senior Product Manager, Qualcomm****2007-2010**

Research and design leader for FLO TV automotive product: definition and concept, user experience strategy, prototyping, user testing, interaction and visual design. Worked for both creative and technical excellence to deliver a superior user experience and successfully commercialized product. Lead product manager for interactive and social TV, datacasting service concepts, and next generation platforms. Focus on innovation and commercialization of R&D projects.

*Responsibilities:*

- Lead next generation user experiences for FLO TV's mobile broadcast TV service
- UX direction for FLO TV Automotive Rear Seat Entertainment product and service
- Datacasting based smartbook prototypes utilizing network for real-time data
- Champion user-centered design principles across the organization and partners
- Planning and executing prototypes and usability tests

**Creative Director, Digital Orchid****2003-2007**

Recruited to Digital Orchid, a venture-funded mobile software startup focused on building and managing networked content applications for major brands. Retained to build and lead design team. Application design experiences covered every major mobile product category of the time, and all major carriers in North, Central, and South America. Joined Series A and fewer than 10 employees.

*Responsibilities:*

- Design direction
- Recruiting and managing creative team
- Relationship building with partners like NASCAR, ESPN, MLB, NHL, and others
- User testing and institutionalizing usability metrics

**Product Manager, Xsilogy****2001-2002**

Recruited to Xsilogy, a venture-backed sensor networking startup, to lead the design of their cloud-based analytics service. Joined Series B and fewer than 30 employees. Responsible for design and prototyping of information visualization tools for large, dynamic data sets.

**Interaction Designer, CollegeClub.com****1998-2001**

Joined CollegeClub.com, a college oriented social-networking website, during their Series A with fewer than 15 employees.

**Patents**

Dynamic Live Content Promoter for Digital Broadcast TV	(US2010/061626) <i>Issued</i>
Method & Apparatus for Serving Episodic Secondary Content	(US2010/037484) <i>Issued</i>
System & Method of Providing Content Based on User Interaction	(US2011/085113) <i>Issued</i>
System & Method for Rendering Environmental Metadata	(WO 2010118296 A3) <i>Pending</i>
System & Method for Providing Multiple User Interfaces	(US2010/0257475 A1) <i>Pending</i>

**Publication**

“Multi-State Device Tracking for Tangible Tabletops” *Computer Graphics Forum*; 2011.

## Notable

2013 1st Place / Developer's Award / Best in Class | NASA International Space Apps Challenge  
2012 Teacher / Interaction Design Masters Program, Chalmers University of Technology  
2010 CES Innovations | Design and Engineering Award (FLO TV Automotive)  
2010 CES Best of Innovations | Honoree: In-Vehicle Video (FLO TV Automotive)  
2009 Qualcomm Award for Design Leadership  
2006 BREW Fest | Best Mobile Entertainment Application Nominee (NASCAR)  
2003 Verizon/BREW CMX Design Contest | Grand Prize Winner (AOL Racing)

## Education

**Masters of Science, Interaction Design**

Chalmers University of Technology

**Bachelor of Arts, Telecommunications**

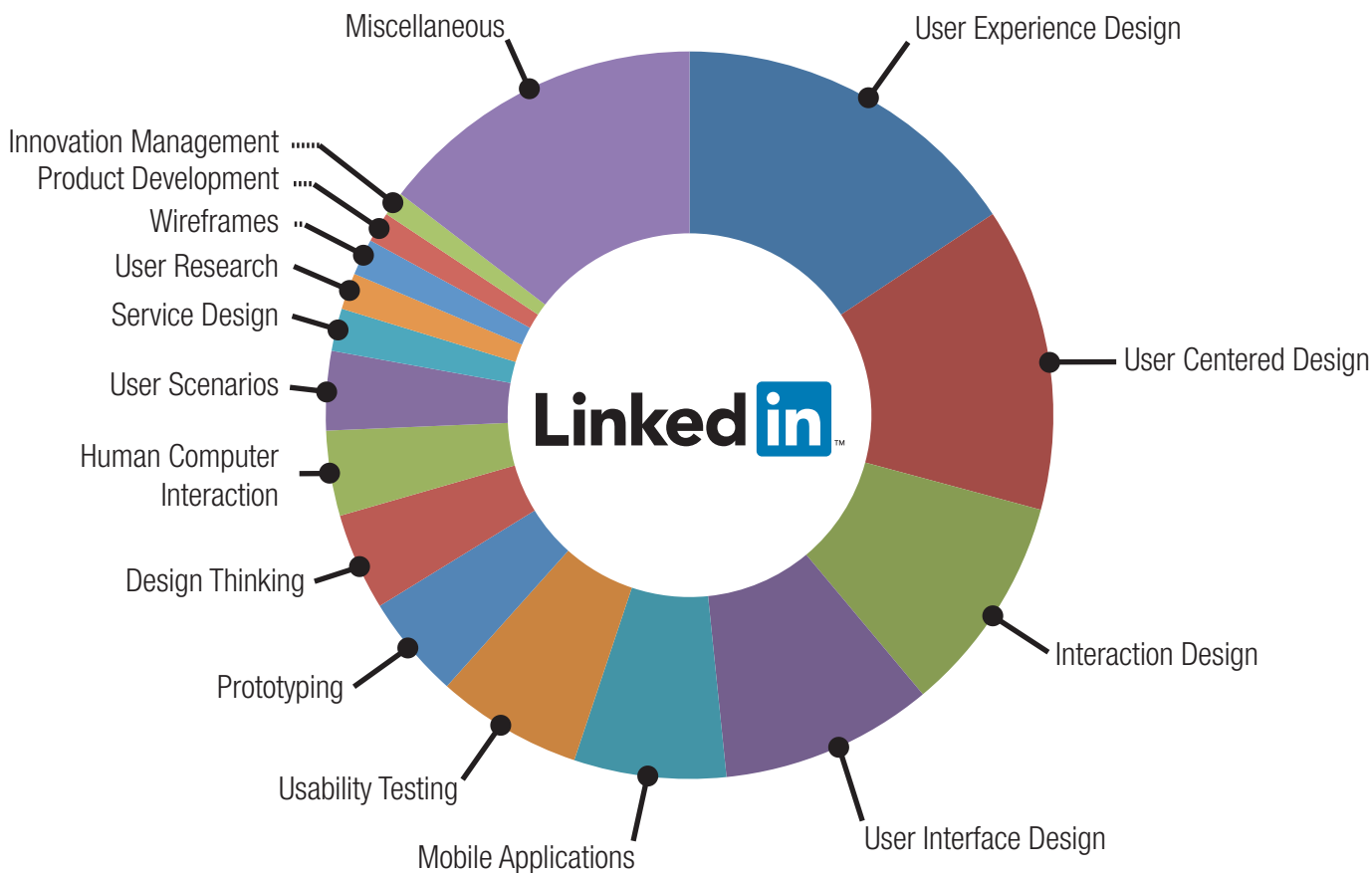
Indiana University

# References

## Distribution of LinkedIn Endorsements

### 370 Total Endorsements

Clients / Colleagues / Managers / Direct Reports



## Sample Recommendations

*"I enjoyed working with him as a professional, but also greatly appreciated his qualities as an individual. I would relish the opportunity of working with him again. He would be a great asset in any team."*

**-Gabriel Wilensky / Director Software Product Management, GoPro**

*"Allen has a strong passion for design, very good business understanding and is a very good leader and change agent."*

**-Karl-Magnus Möller / Innovation Driver & Strategist, Ericsson**

*"Al is a digital explorer, constantly finding, sharing and experimenting with new things. I enjoyed our UX design debates and keep coming back to many of his ideas. He has valuable opinions and a strong vision that would be valuable to any project."*

**-Marvin DeMerchant / Staff Human Factors Engineer, Sony Electronics**