

# JoEllen Kames

## WORK

### **Head of Design | Director of Product Design**, 2019 – present

*Narrative Science, Chicago, Illinois*

Responsible for end-to-end user experience for all products + services at Narrative Science  
Drive vision, strategy, growth plans, and product roadmap priorities in tight collaboration with Product Management, Engineering and Marketing  
Anchor designs with deep understanding of customers from qualitative research + data  
Cultivating an empowered team of designers and researchers to develop delightful human-centered solutions in the ground-breaking space of AI driven data storytelling  
Develop talent, provide mentorship and support career development across the organization

### **Portfolio Lead | Vice President**, 2016 – 2019

*Northern Trust, Chicago, Illinois*

Led projects for Wealth Management, Asset Management and Risk Management  
Led multi-disciplinary team in defining a framework for digital experience metrics; collaborated with data analytics and engineering teams to build MVP  
Built and led the Human Centered Design Center of Expertise (design-thinking curricula, workshops and coaching to equip NT partners to improve client experiences)

### **Senior Director, Consumer Experience Design**, 2014 – 2016

*United Healthcare, Innovation Center of Excellence, Chicago, Illinois*

Led ethnographic research + interaction design projects focused on population health

### **Senior Principal/Practice Lead, Research + Design Strategy**, 2010 – 2014

*Motorola Mobility, Consumer Experience Design Group, Chicago, Illinois*

Led wearables research practice (hardware/software) throughout the product development lifecycle; notable products: Moto 360, Moto Hint  
Significantly informed the development of the Android Wear platform through iterative design research in collaboration with the Android Wear and Motorola teams  
Led project teams across 4 studios to research, conceptualize, prototype and visualize innovative user experiences and product concepts for mobile smart phones and accessories; outcomes included prototypes and multi-year experience roadmaps  
Led a team of UX researchers team to tightly align research to a iterative product design and the software development process for greater business impact  
Developed talent, provided mentorship and supported career development for researchers

### **Senior Manager, Experience Planning**, 2005 – 2010

*Motorola Mobility, Consumer Experience Design Group, Chicago, Illinois*

Led multi-disciplinary teams in modeling, prototyping and roadmapping next generation user experiences for mobile products, applications and services; work was done in tight collaboration with product management, engineering and marketing  
Led the experience modeling, definition and detailed design for Motorola's first integrated social media social experiences on Motorola's first Android platform release; designs were incorporated into Android platform after Google acquisition  
Led team of interaction designers and directed all aspects of user experience design through prototyping and implementation for mobile applications for global consumers  
Developed talent, provided mentorship and supported career development for designers

## WORK

### **Senior Consultant, User Experience Architecture, 2002 – 2005**

*HSBC (Hong Kong Shanghai Bank Corporation), Chicago, Illinois*

Conducted user research and translated findings into useful and usable information architectures for a wide variety banking + financial services web sites

Collaborated closely with marketing, engineering, and compliance on solutions

Led user experience for multi-disciplinary team that developed global banking web site templates; costs to get a site up were reduced from \$1.5 million per site to \$400k

Selected by global CIO to be part of a small global team that explored new technology ventures; as part of that team contributed to define desirable user experiences

### **Senior Designer, 1997 – 1999**

*Liska + Associates, Chicago, Illinois*

Developed, designed, managed and produced corporate communication projects

### **Senior Designer, 1993 – 1997**

*studio blue, Chicago, Illinois*

Developed, designed and produced books, signage and exhibit design for museums, architects and publishers

## TEACHING

### **Adjunct Faculty, 2005 – present**

*Institute of Design, Illinois Institute of Technology, Chicago, Illinois*

Teaching Advanced Interaction Design Workshop each semester

Taught seven week classes on selected topics such as interaction design for collaborative systems and prototyping for interaction design

### **Guest Lecturer, 2009 – 2014**

*Massachusetts Institute of Technology, Cambridge, Massachusetts*

Lectures focused on human-centered research and interaction design for computer science classes

## EDUCATION

### **Data Analytics/Big Data Certificates, expected 2022**

*University of Texas, Austin*

Certificate in applied data science: predictive analytics + machine learning

### **Master of Design, Strategic Design Planning**

*Institute of Design, Illinois Institute of Technology*

Housewares Fellow, Institute of Design Alumni Fellow

### **Bachelor of Fine Arts, Communication Design**

*University of Illinois, Chicago*

### **Bachelor of Arts, History major, Philosophy minor**

*University of Illinois, Urbana-Champaign*

50th Legislative District Scholar