

CHRIS WATKINS

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I love to combine my skills in **user experience**, **storytelling**, and **design**, my passion for **making connections** and **helping others reach their goals**, and my background in **art**, **leadership**, and **education** to bring exciting new experiences to life!

Principal User Experience Designer :: PTC

July 2017 – present

Leading UX design for complex software products and product suites, including ThingWorx, PTC's premier tool for creating Internet of Things apps, and the related ecosystem of PTC Smart Connected Operations apps.

- Lead designer for the suite of Smart Connected Operations applications, driving a user-centered holistic approach, with test results showing improved comprehension, success, and speed across user tasks. Supervise senior design staff working on the SCO app projects.
- Designed the core concept for the next generation of the ThingWorx build environment, combining tools to create IoT mashups and AR experiences.
- Co-plan and facilitate design thinking workshops for cross-functional teams.
- Collaborate with design team members to build common patterns and components as part of the development of a company-wide design system.
- Evolve design processes with organizational leadership to improve lean UX engagement with project teams. Integrate with agile dev teams and provide prototypes, storyboards, and other design artifacts.
- Plan usability testing and identify research needs in cooperation with User Research team leads. Directly support recruiting and research activities at the PTC LiveWorx conference.

Manager, User Experience Design :: Bose Corporation

February 2012 – June 2017

Guided a team of interaction designers, graphic designers, user researchers, technical writers and document production specialists to craft the highest quality integrated product and out-of-box experiences.

- Directed the creation and implementation of a UX design system for hardware, software, and integrated product experiences.
- Spearheaded a corporate initiative to create a holistic strategic vision for the Bose out-of-box experience, setting direction for packaging artwork, structural packaging design, interaction design, and user support and documentation. Identified and evolved the "north star" vision and presented vision direction to stakeholders, key leads, and partner organizations.
- Led a dedicated out-of-box experience team to develop and implement style standards, designs and content across the consumer product portfolio.
- Managed designers, researchers and writers delivering the largest single year product portfolio launched by Bose, including the ecosystem of SoundTouch Wi-Fi music products.
- Provided creative direction of product visual UI design in apps, hardware, and embedded UIs.

Cartoonist :: OdoriPark.com

April 2007 – present

Creator, writer and artist of comics including *Odori Park*, an all-ages friendly comedy strip published at OdoriPark.com, and new long-form stories for kids, plus teacher of cartooning and comics-craft.

- Produced and published two book collections of comics and bonus content.
- Wrote, illustrated, and collaborated on strips and stories for Brock Heasley's *The SuperFogeys*, published by Th3rd World, *Woody After Hours* from Ben Carter and Paul Westover, and others.
- Promoted work at comic arts festivals, conventions, and book signings. Created marketing materials and leveraged traditional, Web, and social media venues.
- Created the site at OdoriPark.com, teaching myself PHP and WordPress to heavily customize the ComicPress theme for a better user experience and unique visual design.
- Handled all business operations from accounting to vendor and project management.
- Instructor of workshops and classes for children in drawing cartoons and making comics.
- Now developing new comics for kids, including *Gamescape*, which follows a group of wandering monsters through comedy-adventure stories mixed with riddles, puzzles, and games.

Manager, User Interface Design :: Eastman Kodak Company

January 2011 – February 2012

Led a multi-disciplinary user experience team through the development of still- and video-capture device and software UIs.

- Coordinated assignments, resources, and design direction for a team of interaction designers, graphic designers, and human factors specialists across an annual portfolio of roughly twenty products, multiple product lines, and affiliated software applications.
- Initiated and led integration of a new process for iterative design and testing on touchscreen products, garnering significant measurable improvements in user satisfaction.
- Tracked and maintained reduced budgets while guiding team through continued implementation of the new UI language, improvements in touchscreen product experiences, and multiple user testing activities.
- Engaged with local and international branches and vendors, building relationships that empowered UX team members to deliver their best work.

Senior Interaction Designer :: Eastman Kodak Company

October 2005 – January 2011

Designed experiences, interfaces, layouts, icons, and other attributes across a variety of consumer and commercial imaging products.

- Twice led design and integration of new UI design languages across the digital capture portfolio.
- Collaborated with Product Marketing, Engineering, Industrial Design and external design and development vendors in the US and abroad to deliver game-changing user experiences within constrained technical environments.
- Led interaction design for nearly all digital still cameras from 2008 through 2012. Primary experience designer for touchscreen camera interaction, including the CES Innovations Award-winning *Slice*.
- Principal designer for Kodak's Picture Kiosk Attract Loop. Built relationships and guided sub-teams (marketing and software) through process adoption to meet goals independent of specialized support.
- Created interaction and visual UI designs, icons, prototypes, and graphics for the Kodak Digital Cinema theater system, the Kodak Picture Kiosk, medical imaging applications, and medical imaging equipment.

Freelance Illustrator & Character Designer

August 2003 – September 2006

Illustrator, concept artist, and character designer for book, board game, video game, comics, and marketing projects.

- Created character and prop designs, UI designs, and animation keyframe assets for video games including Paintway Entertainment's *MiniSpy* and the USDA's *Time Traveler*.
- Illustrated all assets for the *Tiki Mountain* board game from Slugfest Games, including game board, character designs and tokens, box cover artwork, and 42 unique event and item cards.
- Game illustration for role-playing and collectible card game publishers such as West End Games, Guardians of Order (*Big Eyes, Small Mouth*), Goodman Games, Z-Man Games (*Shadowfist*), and others.
- Illustration for textbooks, newspapers, and magazines.
- Defined requirements, planned and managed projects, and handled all finance operations.

Cartoonist, Editor, & Publisher :: BorderWalker.com

June 2000 – June 2005

Creator, editor, publisher, web developer, and cartoonist for an online comics anthology site featuring eleven serialized comic features and ten columns plus a news blog. Created serial comic content including an interactive language-teaching comic. Developed contests and promotions with other comics and pop culture sites, and with PR firms representing McFarlane Toys and Universal Home Video.

ESL Instructor & Japanese-to-English Translator :: Language Intelligence

July 1999 – October 2005

Identified student language needs. Built and employed custom lesson plans. Translated surveys and technical documentation.

Senior Graphic Designer :: LogicalSolutions.net

July 1999 – August 2003

Designed and developed Web sites and multimedia content. Client liaison for visual and UI design. Created processes and templates.

English as a Second Language Instructor :: ACS Institute, Japan

May 1998 – May 1999

Designed and taught English as a Second Language (ESL) curriculum. Created instructional comics and headed institute Web projects.

Graphic Designer :: Netstar System & Design Innovations, LLC

August 1997 – April 1998

Designed and coded Web sites, developed marketing materials, and met with clients to assess needs and plan strategies.

:: Projects, Publications, and Patents ::

Gamescape: The Memory Stone, self-published, 2016.

The Odori Park Omnibus, self-published, 2014.

Camera for displaying digital images, patent number 8432472, issued 2013.

Variable rate browsing of an image collection, patent number 8274592, issued 2012.

Comic Creators for Freedom, collaborative illustrations for charity, 2011, 2012, 2013.

Odori Park: East Marries West, self-published, 2011.

Searching digital image collections using face recognition, patent application number 20110243397, filed 2010.

"SuperFogeys Origins: Operation C.O.W.," artist for short story at SuperFogeys.com, 2010.

Instances 2, Gallery Show at Pulp Nouveau Comix, 2010.

ComixTalk cover illustration, September 2009.

Instances, Gallery Show at Nazareth College, 2009.

Surreality, Inc., developed in 2008, published at OdoriPark.com, 2010, and in *The Odori Park Omnibus*, 2014.

"Odori Park," the 24-Hour Comic, published in *24 Hour Comics Day Highlights 2004*, About Comics, 2004.

The Webcomic Examiner cover comic: "24 Hours with Joe," September 2004.

The BorderWalker Anthology 2004, writer and illustrator of short story within anthology comic, self-published, 2004.

The Webcomic Tribute Project, organizer and co-operator of charity drive to benefit the Red Cross, 2001.

:: Education ::**Bachelor of Arts :: Magna Cum Laude :: Washington College, Chestertown, MD**

1993-1997

- Major in English (Creative Writing), Minor in Visual Arts.
- Member of Omicron Delta Kappa, a National Leadership Honor Society. Founder and President of the WC Japanese Club.
- Co-founder and three-year editor of *Menagerie*, an annual arts and literature anthology. Staff cartoonist for the Washington College *Elm*.