Cheryl N. Platz

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Overview

A uniquely creative interaction designer and thought leader with deep experience in multimodal user interfaces, NUI and storytelling - and a fearless approach to shipping products and taming complexity in all its forms.

Experience

Microsoft
Senior Designer (Design Lead)

AZURE PORTAL & MARKETPLACES
August 2016 – Present

Projects:
- Azure Portal Framework
- Azure Marketplace 2017
- AppSource.com

- Develop and evangelize design guidelines intended for use by over 70 partner teams using Azure Portal's UI framework
- Provide guidance and leadership for a team of Azure designers, improving processes and communication
- Refine, document and communicate designs for new full-screen navigation paradigm for the Azure Portal (launched Feb 2017)
- Deliver designs for the new Azure Marketplace, including generative designs for complicated interactions inc. virtual machine pricing and SKU selection (launched Jan 2017)
- Designs to support AppSource.com ingestion of entire Office Store catalog: 2,000+ new apps, 3x MAU

Amazon
Senior User Experience Designer

ALEXA VOICE DESIGN TEAM
October 2015 – August 2016

ENGAGEMENT DESIGN GROUP
September 2014 – October 2015

Projects:
- Echo Look
- Echo Show
- Alexa Notifications & Interruption Model
- Alexa / Ford Partnership
- Alexa / Sonos Partnership

- As first designer on Echo Look, create and evangelize storyboards to drive product vision from initial concepts to product proposals and an eventual funding green light from CEO and Senior VP team
- Drove Speech and VUI for the Echo Look through concept and product definition phases. Deliverables included prototypes, business requirements, feature research, and complete set of voice UI (VUI) designs.
- Designed and delivered the cross-product Alexa Notifications system, including a new interrupt model, VUI for retrieving notifications, and the Do Not Disturb feature
- Collaborated with visual design team on a new cross-product taxonomy for multimodal Alexa interactions
- Represented Amazon voice design in multiple high-profile third party engagements, including Sonos and Ford.

Microsoft
Senior User Experience Designer

OPERATING SYSTEMS GROUP
Oct 2012 – Sep 2014

Projects:
- Next-Gen Automotive Infotainment
- Cortana for Windows 10

- Lead designer for our NUI / speech interactions in the car
- Drove the creation of our automotive shell design patterns
- Created a safe and research-validated system for notifications in moving vehicles that allowed drivers to take action quickly without violating industry guidelines for driver distraction
- Created a new interaction pattern to take advantage of the time after a drive has completed (Post-Drive Summary with Tutorial Elements, US patent pending)
- Contributed to Windows 10 Cortana design for NUI features on desktop and phone including inline correction of speech input, meeting scheduling, messaging, and email authoring

CLOUD & ENTERPRISE DIVISION
Nov 2007 – Oct 2012

Shipped Products:
- System Center Configuration Manager 2012
- Windows Intune Wave C & D

- Designed graceful solutions for IT products that manage hundreds of thousands of devices and objects
- Aggressively and successfully championed important wide-ranging experience improvements for SCCM 2012
- Provided thought leadership for our design team on wide-ranging trends in our industry, including a book and evangelization tour

Recognition & Awards: Microsoft4Afrika User Experience Instructor (Nairobi), 2014 // Microsoft Leader Bench, 2012 & 2013 // Microsoft Emerging Leader Bench, 2011 // Microsoft Gold Star Award, 2010

Griptonite Games
Producer
Nov 2004 – Nov 2007

Shipped Titles:
- Disney Friends *(DS exclusive)*
- Pirates of the Caribbean: Dead Man's Chest *(GBA and Nintendo DS)*
- The Chronicles of Narnia: The Lion, the Witch, and the Wardrobe *(GBA)*

- Directly responsible for managing handheld development teams of 8 – 15 artists and developers with development budgets ranging from $750,000 to $1.85 million
- Created and maintained game design, maintaining project vision and documentation throughout the project.
- Primary liaison with external clients, contractors, and QA
- Supervised interface design and play testing efforts
- Created and managed project schedules
- Wrote product pitches for new game development projects.
- Other contributions: game scripting, cut scene creation, writing in-game dialog/scripts, & localization

Maxis / Electronic Arts
Assistant Producer II
May 2003 – November 2004

Shipped Titles:
- The Sims Makin' Magic (PC)
- The Sims Bustin' Out (GBA/N-Gage)
- The Sims Bustin' Out (PS2/GCN/Xbox)

- Managed day-to-day publishing and production tasks, including design, scheduling & asset management
- Supervised the localization process for multiple titles, including translation and Language Testing
- Served as the liaison between Production and Testing, and as a liaison with external developers
- Wrote original in-game text for multiple games
- Platform experience on PC, PS2, GCN, GBA, Nintendo DS

Walt Disney Parks & Resorts
Interaction Designer (Summer 2002)
DESTINATION DISNEY ON-SITE

- Designed and prototyped an interactive resort TV system
- Created site flows, HTML mockups, and programmed functional prototypes using VB and Flash.
- Coded several network applications for Walt Disney Imagineering used to help prototype Disney's PhotoPass

MAYA Design Group
Interaction Designer
May - September 2001 & Jan – March 2003

- Evaluated multiple banking & security client websites, performing heuristic analyses and cognitive walkthroughs
- Designed and built an internal billing tool

Education

Carnegie Mellon University   Pittsburgh, PA
SCHOOL OF COMPUTER SCIENCE   CLASS OF 2002
Bachelor of Science in Computer Science & Human-Computer Interaction (B.S.)
Andrew Carnegie Scholar *(1998-2002):* Recipient of 4yr merit-based scholarship given to top 60 incoming students

ENTERTAINMENT TECHNOLOGY CENTER   AUGUST 2002-MAY 2003
Entertainment Technology Master's Program   GPA: 3.82

Volunteer Outreach

IGNITE Worldwide
Vice-President of the Board
EDUCATIONAL 501(C) NON- PROFIT
August 2010 – October 2012

- Directed a rebranding of IGNITE's marketing materials
- Represented IGNITE at community events
- Began a volunteer outreach program
- Presented to young girls at panel presentations

Speaking Highlights

Keynote: **From Blank Page to World Stage** / Design Matters 2017 (Copenhagen)
Talk: **The Future of Voice** / Webdagene 2017 (Oslo)
Workshop: **Giving Voice to Your Voice Designs** / IxDA Interaction 17, UX Lisbon 2017, EuroIA 17, Webdagene 17
Workshop: **Making the World Easier with Interaction Design** / 2012-2015, DigiGirlz, GirlsWhoCode, DawgBytes
Keynotes: **Arts Inspire** (2015) & **Expanding Your Horizons with STEM** (2013) / Girls Unlimited
Talk:: **Computer Engineer Barbie: Enticing a new generation of girls with IxD** / Interaction '11, GeekGirlCon 11

Skills

Software: Adobe CC (Photoshop, Fireworks, Illustrator, Flash, Dreamweaver, InDesign), Sketch, Visio, MS Office
Programming and Prototyping: HTML, CSS, Java, Javascript, C++, C, C#, XML

Design & Research Skills:
Storyboarding, Sketching, 2D & 3D Texture Art, Typography, Graphic Design, Web Design, Low-Fidelity Prototyping, Wireframing, Writing, Cognitive Walkthrough, Heuristic Evaluation, Usability Studies,