



Gwendolyn Frederick

Contact:

(610) 331 6291
gwenfred@hotmail.com
www.gwenfred.com
[@gwenfred](https://twitter.com/gwenfred)

Relevant Experience

Create experience with an emphasis on user productivity, discoverability, intuitiveness, and graceful error solutions.

Able to engage a problem divergently and with multiple follow-ups on technical feasibility and development cost.

Experience in smart home, smartphone, and medical industries building skills across ergonomics, user testing, ethnographies, strategy, behavioral maps, scenario sketching, and usage flow diagrams.

Have been strategizing, designing, and auditing phone applications since Android 2.2 and iOS 4.0. Familiar with UI trends since skeuomorphism and up to date with iOS Guidelines and Android Material Design.

Work Experience

Senior Lead User Experience Designer

Creative Lead, Connected Room

2018-Present

Hilton | Glendale, CA

My success is redesigning the Connected Room's software from its foundation into a leading experience for the TV, Hilton Honors app, and Above property EMS management software:

- Lead the experience and advise the business strategy for Connected Room

- Provide leadership and allow autonomy for each designer when conducting their own problem solving and creativity.

- Building a new version of the TV interface and hardware remote to easily navigate and access streaming apps, adjusting IoT devices, and viewing digital content about the hotel such as menus and activities.

- Building the above property software to manage build releases, send promotional content, store hotel digital information, display energy reports, and supporting IoT technical issues and HVAC performances.

Senior User Experience Designer

previously User Experience Designer

2011-2018

Belkin Wemo | Playa Vista, CA

My success is based on supporting and building trust between creative minds and managing projects through agile methods:

- Orchestrated marketing, engineering, and design teams to prioritize features into agile sprints.

- Planned sprints and mentor a small team about design exploration, refinement, and production.

- Challenged industry standards and evaluating core values that drives consumer purchase intent.

- Communicated with off-shore ODMs of software, firmware, and hardware UX documentations.

- Built logic diagrams with technical teams to provide graceful error solutions during setup, connectivity or power issues among IoT devices.

- Familiar with technical challenges using automation rules & schedules, voice control, and remote access controls.

- Familiar with design implementations on Wemo app iOS and Android:

 - Manufacturer's OS constraints in Android designs which requires close attention during Quality Assurance (Google Pixel, Samsung Galaxy, LG G, etc.)

 - When using WAC, secure WAC, or HAP (Homekit) can influence UX design strategies for iOS apps.

 - IoT hardware using Wi-Fi, BT, BLE, or Zigbee radio can affect the UX edge cases when designing for iOS and Android.

 - IoT hardware only supported on a 2.4 GHz network. App designs will need to understand which network their phone is connected and assure reliable IoT discovery.

Product Innovation Specialist

Design Strategist, Mobile Phones

2009-2011

LG Mobile Comm | San Diego, CA

My visual storyboarding skills validated concepts in quantitative studies, ideating new product ideas and strategy.

- Delegate projects between several cross-functional teams in San Diego and Seoul, South Korea.

- Produce 100+ concepts yearly and conducted online testing to narrow concepts into marketable purchase interest in 2 years. ex: LG G2 back button and LG V10 2nd screen.

- Delegate external agencies to conduct qualitative segmentation studies of LG's personas.

- Audited and strategized elements of Android Versions 1.6 to 2.3.



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Industrial Designer

2007-2009
Radius Innovation & Development | Boston, MA

Designed empathetic 3D forms for medical devices, distilled pain points into ease of use concepts. Supported design and user research teams in ethnographies and rebuilding medical systems.

Medical Researcher

2007-2007
Battelle Medical Device Solutions | Columbus, OH

Researched products and performed human factors testings. Supported design team with 3D prototyping and researched assistive technology for aging consumers.

Education

Industrial Design, Bachelor of Fine Arts

2001-2006
Rhode Island School of Design

Participated in classes at the following institutions: Massachusetts Institute of Technology, Brown University, and Concept Design Academy

Skill Set:

User Research, Consumer Insight, Product Validation, Co-Creation Workshops, Storyboarding Edge Cases, Walk-through Diagrams, Information Architecture, Product Strategy, Product Feature Alignment, Text String Writing, Sketching, Wireframing, UI Prototyping, and Physical Prototypes (wood/metal/3D printing/electrical wiring tools.)

Computer Skills:

Jira, Confluence, Sketch, Invision, Craft, Zeplin, Gliffy, Lucidchart, Photoshop, Illustrator, Indesign, After Effects, Premiere, Principle, Omnigraffle, Modo, Rhino, Blender, AutoCAD, Solidworks, Microsoft Office

Industry Experience:

IoT Products (smart plugs, smart bulbs, light switch, 3 way light switch, dimmer, thermostat, pet feeder, humidifier, air purifier, coffee maker) IP cameras, Wi-Fi Routers, Android, iOS, Feature Phones, Medical Devices, Insulin Pumps, Office Supplies, and Consumer Goods