

Bill Rouady Media, Interactive and Usability Strategist

UI/UX Design | Information Architecture | Rich Media Development | Content Development

SUMMARY

- **Pioneering media, broadcast, film, and software strategist with 20+ years of award-winning contributions** to start-ups, major consumer electronics companies, design firms, and major broadcast and film directors.
- **Hands-on designer, information architect (IA), and responsive-design developer** specializing in user-centered design, information visualization, advanced interaction, and rich media content. Passion for creating interactive design prototypes for next generation UI and building out rich and responsive user experiences.
- **Advanced content developer and innovation driver** with film, television, print and online content. Enriches experience by conducting scrupulous research, and distilling and prioritizing data. Transforms complicated information into easily digestible, engaging experiences for tablets, smartphones, TVs, and screens.
- **Growth-focused technology leader with panoramic vision** of business, current technology, and future trends.
- **Cross-functional team manager** adept with research, visual design, and front and back end technologies. Broad background enables accurate time and cost/budget estimates, and optimal technology and tool selection.
- **Subject matter expert** who immerses audiences/users at deep levels with 3D, interactive, real-time rendering, video integration, online streaming, virtual reality, and robotic interfaces, designing large-scale and small scale.
- **Multimedia production coordinator** for film, TV, education, and video production contributions include work for PBS and Nickelodeon, and for Hollywood directors Ang Lee, John Turturro, Tom Noonan, and Julie Taymor.

WORK HISTORY

Hillcrest Laboratories, Inc., Rockville, MD

2006–2016

Senior UX/UI Design Engineer | Content Applications Director

- Improved user engagement through synchronous and asynchronous learning methodologies, evolving leanback libraries and paradigms to more versatile, engaging steerable media, effectively making *every click a wish fulfilled*.
- Earned customer satisfaction creating rich designs for Kodak, LG, Roku, TI, Cisco, and others.
- Engaged design and effects houses to augment user experiences with music, VOD, and information services.
- Broke ground for TV navigation by designing screens that use natural motion in lieu of dated arrow buttons.
- Led UX design and development team to create Kylo, the Mozilla based, open source TV web browser that earned the Consumer Electronics Show Innovations Award with its “Stop Squinting. Start Surfing” experience.
- Launched FluneTV, a first-of-its-kind single screen, interactive platform that lets Smart TV viewers interact directly and engage more deeply with broadcast shows. Champion strategic user research including site analytics, surveys, polls, card sorting, interviews, focus groups and usability testing to inform priorities and strategies.

Sony U.S. Research Labs, San Jose, CA
Senior Design Engineer | Blendo Team

2000–2006

- Recruited by former boss at Silicon Graphics. Initially a consultant, then promoted twice as a full time employee.
- Earned the Sony Internal Award for interface design advances, developing e-Platform personalization on screen.
- Designed and developed top layers of Blendo, juxtaposing 2D/3D graphics with user input. This enabled custom enhancements with extensible media modeling architecture, which remain a hallmark of today's Smart TVs.
- Developed interface navigation and interactivity technology for Sony's PlayStation 2 platform.

Early Bird & Friends, Seattle, WA
3D Animator | Educational Animator

2004–2005

- Contributed to PBS's *First Light*, winner of 2005 Telly Award, directed by Roland Yamamoto. Deconstructed complex scientific principles, effectively developing systematic, compelling high definition 3D visual storytelling.

Independent Consultant, CA and NY
Interactive 3D | Animator | Application Developer

1998–2000

- Created and enhanced rich media for Sony; interactive 3D training application for Cisco Systems; testing applications for Intel graphics chips; and a tool authoring suite developer support for Silicon Graphics.
- Developed an interactive "Body Ride" to demonstrate effects of drugs at the cellular level using VRML and Java.
- Designed and implemented a ticket purchasing application ("view from the seats" functionality) for Ticketmaster.

Netscape Communications, Mountain View, CA
Content Director | Live 3D Engineer | Technology Evangelist

1996–1998

- Led Content Team developing enriched interfaces and media applications with the Live3D engine. Implemented Java-based External Authoring Interface using C/C++/Java. Represented Netscape at VRML consortium.

Kidzazzle, Los Angeles, CA
Visual FX Director | Children's Programming

1997

- Designed and produced all of the visual effects for the pilot episode for "Friends" producer Todd Stevens.
- Created CG-based "virtual sets," special visual effects interacting with live actors, and an animated character.

Eyeball Productions, Woodstock, NY
Founder | Creative Director | 3D Animations | Content Developer

1994–1996

- Produced 3D visualizations for "Guided Tour: The Red Planet," enabling video audience to *experience* Mars.
- Conceived and developed 3D animations for commercials (e.g., Zest Body Wash); ABC News promotions; and Paper Software (run by the current CEO of Flipboard) creating a Java-based API for the WebFX VRML browser.

Film/TV Production, New York, NY

1991–1994

- **Locations/Post Production Supervisor** *Wedding Banquet*. ('93 Golden Bear Award/Academy Award nominee)
- **Camera/Production Assistant** *What Happened Was...* ('94 Best Picture winner Sundance Festival)
- **Production Assistant** *Laws of Gravity* – MoMA, NY. (Best New Director winner)
- **Production Assistant** *Adventures of Pete and Pete*. (Award winning Nickelodeon series)
- **Production Assistant** *Fool's Fire*. (PBS original adaptation of an Edgar Allen Poe story)

Congressman Rick Boucher (VA), Washington, DC
Legislative and Research Assistant

1988-1989

- Researched issues, tracked legislation, and wrote position papers for the Congressman regarding defense, agriculture, labor and women's issues, and for his role on the Science, Space and Technology Committee.

TECHNICAL SUMMARY

- Expertise in using 3DS Max, and the full set of Adobe and Corel product suites.
- Direct experience using Maya, Flash, Premiere, AVID and Sound Forge.
- Experience with most major graphics, sound, and video creation/editing software.
- Expertise in JavaScript, HTML5, CSS and VRML web technologies.
- Strong grasp of C/C++, Java, and script languages, enabling cohesive UI/UX planning with backend developers.
- Adept management of multidisciplinary teams to ensure deliverables and highest quality standards.
- Direct strategic and business vision across digital brands, site designs, social engagement platforms, CMS, SaaS integration and mobile services for PC, Mac, PS2, PSP, Linux, iOS and Android.
- Skilled writer and advocate of clear technical writing for storyboarding, task flows, usability, and onboarding of new features, delivering consistent communication to clients, departments, users, and senior leadership.

EDUCATION

Bachelor of Arts, Communications and Journalism, Virginia Tech, Blacksburg, VA 1983–1987

Bachelor of Arts, Political Science, Virginia Tech, Blacksburg, VA 1983–1987

Minor degrees in Economics and Creative Writing, Virginia Tech, Blacksburg, VA 1983–1987

Graduate Film Studies, New York University (NYU-Film), 1991

Graduate Film Studies, American University, Washington, DC 1989-1990

SELECTED PUBLICATIONS AND PATENTS

- "Shared home media platform to support multi-user control." – U.S. Patent 7,783,703 EPO EP07866175
- "User interface for a display screen." – U.S. Patent D658,196
- "Overlay Device, System and Method." – U.S. Patent Application 13/518,394
- "Visual Whiteboard for Television-based Social Network." – U.S. Patent Application 13/326,989
- "TV Internet Browser." – EPO EP10844095
- "Overlay Device System and Method." – EPO EP11732007
- "Television sign-on for personalization in a multi-user environment." – EPO EP11798926
- "Personalized Media Guide: How Sony Can Add Value to the Digital Ecosystem." – Sony Symposium, 2005
- "Steerable Media: Interactive TV via Video Synthesis," Best Paper, Web3D 2001 Conference, 2001
- "Ever Changing Details: Paper Software's LOD Earth," Special Edition Using VRML, 1996