

Brendan K Wypich

Interaction & User Experience Designer

779-A Guerrero Street
San Francisco, California 94110
phone: (650) 799-2146
email: brendan@bungalow.ca
website: www.bungalow.ca

Work Experience

Present Econetix

Co-Founder, Chief Design Officer

- Defined product/service offering (system architecture, wireframes, UI design and hardware features)
- Defined and communicated value proposition and market positioning to potential investors
- VentureBeat's "Top 10 Most Innovative Companies on the Smart Grid 2009", CleanTech Open Finalist 2008, member of the Environmental Business Cluster

Present Precourt Institute for Energy Efficiency

Stanford Design Program & H-Star, Stanford University
Researcher

- Project Lead on an ARPA-E funded multidisciplinary research project examining behavior change and residential energy efficiency
- Ethnography interviews, prototyping & UI design
- User testing & in-home study design
- Working in partnership with PG&E and Google

2008-9 BMW - 2020 Foresight Project

Center for Design Research, d.school, Centre for Foresight & Innovation, Stanford University
Research Assistant

- Future forecasting research
- Hardware/Software prototyping
- "Design fiction" video scenarios (writing & production)

2008 Daylight Design

Designer

- Human factors research (script writing, interviewing, synthesis/analysis)
- Prototyping (product & service concepts)
- User-testing
- Script writing, video production and publishing

2001-7 Culture Technologies Ltd.

Freelance Consulting

- Custom hardware & software design/development
- Wire framing, sitemaps, user scenarios
- Innovation consulting
- Brand development

2006-7 School of Radio & Television Arts

Dept. of Audio & Digital Media, Ryerson University
Instructor

- Designed and taught curriculum for 2 new courses:
 - *Intermediate Digital Media Production*
 - *Emerging Internet Technologies* (Graduate level workshop series)

Education

2007-9 Stanford University

Design Program
MFA, Product Design

2001-5 Ryerson University

School of Image Arts
BFA, New Media

1996-0 Queen's University

School of Business
B.Comm Honours
(Major in Marketing & IT)

Skills

Interaction Design

- Software: Adobe Studio, OmniGraffle, Max/MSP, PureData, Processing
- Languages: HTML/CSS/JS, JQuery, PHP, MySQL, AS2, AS3
- Hardware: Arduino, Basic Stamp, sensors, actuators
- Communication: MIDI, TCP/IP, RF, Serial, Bluetooth

Human Factors Research

- Writing interview scripts
- Conducting interviews
- Analyzing & compiling results

Prototyping & Fabrication

- Sketching, illustration
- Rapid prototyping, model making
- Machining & Circuit design

Digital Media Production

- Web & print design: Adobe Creative Suite
- Video & audio production: Final Cut Pro, After Effects, Logic Pro Audio

Some Life Highlights

2010 Exhibiting an artwork at the Vancouver Winter Olympics

2009 Filed first provisional patent

2002 Tour photographer for De La Soul

2000 Hiked through Nepal

1995 Competed in the Canadian National Cross-Country Ski Championships

Brendan K Wypich

Work Experience (con't)

2006-7 Evolving Stories Project

School of Image Arts, Ryerson University

Collaborator & Systems Architect

- Concept development and production of new artworks
- Lab equipment purchasing & maintenance

2005-6 InterAccess Electronic Media Arts Centre

Studio Manager

- Workshop instruction and curriculum design
- Artwork installation
- Artist technical support

2001-5 Unisphere Waste Conversion

Director of Communications

- Part of a 4-person team that successfully brought the company public in 2005 (\$24M IPO)
- Managed company's marketing strategy, branding, and investor relations

2000-1 FCB Worldwide (Marketing Drive)

Account Manager

- Assisted in management of the IBM & Coors Light accounts including all national and provincial-level promotional activities
- Management of print, television, radio, in-store and online campaigns.