



## Experience

### **San Jose State University – Adjunct Professor (Human Factors Engineering)**

July 2012-Present

Introduced and teach 2 new graduate level classes in Human Computer Interaction Design. Advising 8 Master's Degree culminating project per semester. Guest speaker in many classes and student events.

### **rCDO UX Consulting – Chief Design Officer (rCDOUX.com for more info)**

July 2012-Present

rCDO UX is a consulting practice that provides UX Strategy and Product Design services to companies ranging in size from Fortune 500 to startups. It mentors CEO's, CPO's, Development VP's and UX leaders/teams on how to optimize the alignment of the their UX investment with their companies business plan in order to rapidly deliver highly competitive user experience in both B2B and B2C applications across the Web and Mobile platforms. Current and previous clients include companies involved in Cloud, Big Data, Enterprise, Analytics and Medical Applications.

Consulted on 5 medical products. 2 cancer treatment products, 2 diabetes products (one each for T1D and T2D) and one cardiology product.

On the advisory boards of 2 medical and 4 enterprise startups.

### **SAP Labs – SVP, Head of Global User Experience**

2005-2012

Leadership of the SAP global UX organization distributed across Germany, Israel, India, Bulgaria, Canada, China, France, and California. The team scope included responsibility for UI standards, usability measurement/methodologies and detailed UX design specifications for traditional enterprise applications, new cloud applications, social integration, mobile products, business analytics, eCommerce extensions and digital support/service experience. Personally responsible for defining the corporate user experience strategy spanning several delivery platforms and go to market approaches for large, medium and small enterprise deployments. Hands on, creatively active as the UX art director in addition to designing a gamification approach for enterprise products. Frequent corporate representation and activities with customers, press and analysts.

### **Oracle – VP R&D Usability/UI Design**

1994-2005

Managed global UX team responsible for interaction design, corporate look and feel standards and usability evaluation for all Oracle product lines, ranging from database and development tools to interactive media servers, the (not so successful) network computer, video on demand service and enterprise applications for ERP and CRM. Started Oracle's user experience program in 1994 from scratch and grew it into one of the premier corporate UX teams in the world. Served as UI architect for the corporation from 1994 to 2000 while concurrently managing the department. Supervised Oracle technical transition from character mode to Windows then later to Java and finally to the web with HTML UI's. Represented Oracle with numerous customers, conferences, acquisitions and the federal government regarding first generation accessibility standards.

### **Borland – UX Architect & UI Team Manager**

1991-1994

UX leader for Borland's products such as QuattroPro, Paradox, dBASE for Windows and Borland C++. Manager of the corporate user interface design group. Responsibilities included new product definition, UI design specification and usability testing. Also responsible for legal aspects of UI design and representing Borland at major trade shows, conferences and press reviews.

### **Ashton-Tate – UI Designer & UI Team Manager**

1988-1991

Lead UI designer for both Windows and DOS graphics and word processor applications. Managed small corporate UI design team. Interface with outside vendors on UI issues so their subsystems

would have a consistent UI with the main AT product lines. Coded expert system for automated graphics layout later deployed in Borland QuattroPro for Windows.

**Eastman Kodak – Senior Designer**

1983-1988

Established and developed methodology for UX rapid prototyping laboratory. Lead designer of corporate "common user interface" architecture to replace microfilm with workstation based optical disk technology. Technical program board member at the Microelectronics and Computer Technology Corporation (MCC) human computer interaction program in Austin, Texas. Lead UI designer for Kodak-McDonnell Douglas joint venture to develop integrated engineering information management system on top of the UniGraphics CAD product. Usability engineering and design of both hardware and software user interfaces for consumer products, photocopiers and medical products.

**Essex Corporation – Research Scientist**

1981-1983

Designed office productivity simulation software that integrated human performance data with conventional mechanical reliability data for Xerox Corporation. Designed both hardware and software user interfaces for photocopiers and fax machines.

**Education**

**Tufts University – BS & MS in Engineering Design**

Tau Beta Pi honor society

Certified Ergonomist, Certified UX professional (Cert. #1225, Sept. 2003 to date)

Additional coursework in architecture, industrial design and sculpture

**Patents**

US patent 5,059,960 - Flat panel display design (both hardware and software) for photocopier user interface. Work formed the basis for an entire generation of Kodak copier user interfaces.

US patent 5499366 - Expert system for automated graphic design, page layout and charting. Work done at Ashton-Tate and Borland, code shipped with Quattro Pro for Windows.

US design patent D409173 – Use of tabbed style property sheets in dialog boxes for GUI.

**Awards**

Lifetime Practice Award - ACM SigCHI 2019

Deflorez Prize in Human Engineering, Tufts University College of Engineering

**UX Professional Activity**

Future of Design Education Project – Method Group co-leader (2021 – to date)

UC Irvine MSID Advisory board member

Founding Editor ACM Interactions Forum: The Business of UX (2014 - 2020)

Blogger – ACM Interactions Magazine on-line edition (2014 - to date)

Board member Interaction Design Foundation, nonprofit for design education (2011- to date)

Founding Editorial advisory board member ACM Networker Magazine (1997-2007)

ACM Member, SigCHI and BayChi Membership (1985 - to date)

**Community Activity**

Past board president of the California Coast Music Camp

Eagle Crest Studio – music CD production for nonprofits

**Skills & Expertise**

*Global User Experience, UX Leadership, UX Strategy, Design management, Design Thinking, Usability measurement, Program management, Project management, Interaction design, Visual design, User research methods, Product definition, Gamification, Accessibility, Enterprise Software, Consumer software, Mobile design, Cloud product design, HTML5, Analytics*

**Portfolio**

**Available on Request**

## **Daniel Rosenberg publications, presentations and conference keynote invitations**

### **Books:**

Rosenberg, D. (2020) UX MAGIC. A unified approach to Semantic interaction design. Published by the Interaction Design Foundation.

Cushman, W. & Rosenberg, D. (1991). Human Factors in Product Design. Elsevier Publisher, Netherlands.

### **Book Chapters:**

Rosenberg, D. & Friedland, L. (1994). Usability at Borland; Building Best of Breed Products. in Usability in Practice, Wiklund, M., Editor. Academic Press, Boston MA.

Rosenberg, D. (1989). Cost Benefit Analysis for Corporate User Interface Standards. in Coordinating User Interfaces for Consistency, Nielsen, J. Editor, Academic Pres. Boston MA.

Wilson, J. & Rosenberg, D. (1988). Rapid Prototyping for User Interface Design. in Handbook of Human Computer Interaction, Helander, M., Editor. Elsevier, Netherlands.

### **Journal & Magazine Articles:**

Semantic Interaction Design: A powerful new UX synthesis approach, DMI Review Issue 31:2 (July 2020)

[The Magic of Semantic Interaction Design](#). Medium Magazine online (Jan. 2020)

The Business of UX Management, Interactions Magazine (May 2019)

The Business of UX Strategy, Interactions Magazine (March 2018)

Educating for HCI at Scale, Interactions Magazine (July 2016)

Introducing the Business of UX, Interactions Magazine (Jan. 2014)

UX Globalization, Interactions Magazine (Dec. 2011)

Garbage in, Garbage out, the Agile Way, User Experience Magazine (April 2010)

360 degrees of User Experience management (Guest Editor), Interactions Magazine (May 2007)

Tangible Speculation Revisited, Interactions Magazine (Feb. 2006)

Myths of Usability ROI, Interactions Magazine (Sept. 2004)

A conversation with Dan Rosenberg – interview by John Rheinfrank, Interactions Magazine (Feb. 1997)

Corporate User Interface standards: A new dimension in product form, INNOVATION (May 1988)

Human Performance Evaluation of Digitizer Pucks for Computer Input of Spatial Information (Rosenberg & Martin) Human Factors (Feb. 1988)

### **Invited Keynote Presentations:**

Rosenberg, D. (2021). The Magic of Semantic Interaction Design. Salesforce.com DESIGN DAYS 2021, virtual event focused on design community in India.

Rosenberg, D. (2020). The Magic of Semantic Interaction Design. Design Management Institute: Academic Design Conference, virtual event due to CV19.

Rosenberg, D. (2019). The Business of UX Design, Human Factors and Ergonomics Society Annual meeting, for the Product Design Technical Interest group. Seattle, Washington.

Rosenberg, D. (2019). UX Strategy Megatrends, Design Management Institute Leadership Conference

Rosenberg D. (2019). The Business of UX, SigCHI 2019 Lifetime Practice Award invited talk

Rosenberg, D. (2018). The business of UX strategy. Alibaba Design – UCAN 2018 conference, Hangzhou China.

Rosenberg, D. (2018). The language of interaction design. TC Camp 2018, Santa Clara, California.

Rosenberg, D. (2014). De-intellectualization and the Enterprise/Consumer UX Myth. IXDA REDUX14, San Francisco, California.

Rosenberg, D. (2014). The Gap Between UX Education and Practice. IXDA Education Summit. Amsterdam, Netherlands.

Rosenberg, D. (2014). The De-intellectualization of Design. IXDA interaction14 Annual Conference. Amsterdam, Netherlands.

Rosenberg, D. (2013). A Life in UX – The Next Generation of HCI Careers. UXA SJSU Inaugural event, speaker series, San Jose State University, San Jose, California.

Rosenberg, D. (2009). The Industrialization of Sustainability: Roles, Responsibilities and Opportunities for User Experience? HCI International, San Diego, California.

Rosenberg, D. (2009). The Human Factor as an integral Component of Quality Measurement. German Quality Engineering 20th anniversary conference. Frankfurt, Germany.

Rosenberg, D. (2008). Collaboration in Enterprise Software. Jive Enterprise Software Summit, Aspen, Colorado.

Rosenberg, D. (2007). The Deconstructionist Design Paradigm. Usability Professional Association (UPA) Hangzhou, China.

Rosenberg, D. (2006). The Deconstructionist Design Paradigm. Darmstadt Technical University. Darmstadt, Germany.

### **Conference Papers:**

Vaidyanathan, V. & Rosenberg, D. (2014). "Will use it, because I want to look cool". A Comparative Study of Simple Computer Interactions using Touchscreen and In-air Gestures. Proceedings of HCI International 2014. Crete, Greece.

Andre, A., Elkerton, J., Portigal, S., Ratzlaff, C., Saffer, D. & Rosenberg, D. (2010). Blasphemy or Pragmatics; When NOT to Follow User-Centered Design Techniques. Proceedings of the Human Factors and Ergonomics Society 54th Annual Meeting 2010. p766.

Kumar, J., Rosenberg, D., Hofmann, P., & Arent, M. (2009). Designing International Enterprise Software. Proceedings of HCI International 2009. San Diego, California.

Marcus, A., Ashley, J., Knapheide, C., Lund, A., Rosenberg, D. & Vredenburg, K. (2009). Survey of User-Experience Development at Enterprise Software Companies. Proceedings of HCI International 2009. San Diego, California.

Rosenberg, D. & Gajendar, U.(2004). 24/7 or Bust – Designing for the Challenges of Global UCD. Proceedings of CHI2004 conference. Vienna, Austria.

Mankin, R., Rosenberg, D. & Reiner, R. (1984). Human Performance Simulation for Office Products. Proceedings International Conference on Occupational Ergonomics.

Rosenberg, D. (1987). Internal and External Visual Metaphor in the Design of Smart Product Interfaces. Proceedings of the Interface87 conference. Rochester, NY.

Reiner R., Rosenberg, D., Frank, A., & Becker, J. (1984). An Analytical Model of the Man Machine Interface. Annual Reliability and Maintainability Symposium. Toronto, Canada.

Rosenberg, D. (1981). Designers Guide to Portability, 3rd Symposium on Human Factors and Industrial Design for Consumer Products. Rochester, New York.

Rosenberg, D. (1981). Human Factors for Portable Products, Human Factors Society 1981 Annual Meeting. Rochester, New York.

### **Workshops and Tutorials Taught:**

Rosenberg, D. (2022) **Designing for and with Artificial Intelligence**. Master class hosted by the Interaction Design Foundation. May 5, 2022.

Rosenberg, D. (2022) **Designing for and with Artificial Intelligence**. Guest lecture hosted by the Hochschule Luzern. April 13, 2022.

Rosenberg, D. (2021). **The conceptual model foundation of IxD**. HCI International Conference 2021. July 26.

Rosenberg, D. (2021). **Game Theory for Interaction Design**. HCI International Conference 2021. July 27.

Rosenberg, D. (2021). **Interaction Design: 10x Faster, 10x better**. Rosenfeld Media Workshop. Virtual course taught over 3 days. Jan. 12-14 & Aug. 11-13.

Rosenberg, D. (2012). Communication Approaches to Influence UX Leadership CHI 2012 conference – Management & Leadership preconference workshop. Austin, Texas.

Rosenberg, D. (2011). Management of User Experience Teams Case Study. CHI 2011 conference – Management & Leadership preconference workshop. Vancouver, Canada.

Rosenberg, D. (2007). Management of International HCI Teams. Usability Professional Association (UPA), Hangzhou, China.

Rosenberg, D. (2007). 360 Degrees of HCI Leadership. China Usability Professional Association annual meeting (UPA), Hangzhou, China.

Rosenberg, D. (1993). UI Prototyping for GUI Products in the 90's. InterCHI Conference, Amsterdam, Netherlands.

Rosenberg, D. (1993). GUI Product Design. Software Development, Santa Clara, CA.

Rosenberg, D. (1992). GUI Product Design. Software Development, Santa Clara, CA.

Rosenberg, D. (1991). Rapid Prototyping & UI Design Techniques. Meeting of the British Computer Society HCI group, Edinburgh, Scotland.

Rosenberg, D., Wilson, J., & Nelson, M. (1987). Rapid Prototyping. ACM Computer Human Interaction Conference (CHI88). Washington DC.

Rosenberg, D. & Wilson, J. (1987). Rapid Prototyping. Human Factors 1987 Society Annual Meeting 1987, New York, NY.

Rosenberg, D. & Wilson, J. (1987). Rapid UI Prototyping. Interface87 (HFS/IDSA Joint meeting). Rochester, NY.

### **Invited Seminars and Guest Lectures:**

Rosenberg, D. (2022) **Creating Actionable Personas**. Master Class hosted by the Interaction Design Foundation. 3/24 Broadcast internationally – 1059 participants registered.

Rosenberg, D. (2021) **Foundation of Successful Design Systems**. SAP DesignBytes speaker series. 3/23 Palo Alto CA & broadcast internationally.

Rosenberg, D. (2021) The magic of semantic IxD. World Class Design Conference. (Africa – Intercontinental Event streamed event)

Rosenberg, D. (2020) [The Magic of Semantic IxD](#) - Virtual Book tour presentation. Delivered to the UX teams of over 30 companies including IBM, Cisco, SAP, Atlassian, DocuSign and Facebook. Also delivered at Georgia Tech, Colorado State Univ. and for several professional organizations include the HFES and UXPA. Over 3000 live attendees plus more who watched the recordings later.

Rosenberg, D. (2020) The magic of semantic IxD. Carnegie Mellon HCI Institute Spring lecture series. (Pittsburgh PA.)

Rosenberg, D. (2019) UX MAGIC – the method of Semantic IxD. Interaction #9 Meetup @ ThoughtSpot (Sunnyvale CA)

Rosenberg, D. (2019) User Experience Theory and Practice, FAU/SJSU @Silicon Valley lecture series (Business School at SJSU)

Rosenberg, D. (2019) Digital Medicine Design, Enterprise Experience Community (Rosenfeld Media Webinar)

Rosenberg, D. (2019) The Deintellectualization of Design revisited, Symptoms, Disease and Antidote. BayCHI chapter monthly meeting 3/19. Palo Alto, CA.

Rosenberg, D. (2016). Digital Medicine User Experience Design. OpenIDEO innovation meet-up at the dSchool. Stanford University.

Rosenberg, D. (2014). HCI Uncovered – Career path trends. SJSU UXA student group sponsored lecture series. San Jose State University.

Rosenberg, D. (2014). HCI@Scale – The gap between theory and practice. Georgia Tech Univ.

Rosenberg, D. (2014). The Danger of UX Design De-Intellectualization. AutoDesk “Sum of the Parts” monthly UX invited speaker series. San Francisco, CA.

Rosenberg, D. (2014). The Enterprise vs. Consumer UX myth. UXA SJSU seminar series, San Jose, CA.

Rosenberg, D. (2012). UX101 – How Interaction Design Affects Business Strategy. Langara College, Vancouver, Canada.

Rosenberg, D. (2010). HCI's Role in Global Sustainability. UPA International Conference, Munich, Germany.

Rosenberg, D. (2005). SAP User Experience Strategy. Second Bangalore sigCHI Meeting. Bangalore, India.

Rosenberg, D. (2004). Usability in the Silicon Valley. MIT Club of Silicon Valley, Palo Alto, CA.

Rosenberg, D. (2004). Challenges of Global HCI. Georgia Tech/Atlanta sigCHI chapter local meeting. Atlanta, GA.

Rosenberg, D. (2004). Challenges of Global HCI. San Jose State HFES student chapter meeting. San Jose, CA.

Rosenberg, D. (2003). 7 Myths of Usability ROI. ACM BayCHI local chapter meeting. Palo Alto, CA.

Rosenberg, D. (2003). 360 Degrees of Management for Successful Usability Groups. Nielsen/Norman UE Executive Forum. Chicago Illinois.

Rosenberg, D. (2001). Building Websites with Oracle Portal. The Web Hosting Conference.

Rosenberg, D. (2001). Web Application Design. Nielsen Norman Group World Tour (Washington DC 10/22/01, London 11/6/01 & San Francisco 6/3/02)

Rosenberg, D. (2001). Three Generations of Web Application Design at Oracle. BayCHI chapter meeting, Redwood Shores, CA.

Rosenberg, D. (1993). GUI Product Design in the 90's, Borland Developers Conference

Rosenberg, D. (1993). Who's Papering Over the GUI Cracks? Windows & OS/2 Conference

### **Invited Panel Participation:**

Hailpern, J. & Rosenberg, D. Why Drag and Drop Development is a Drag. Advancements in UX Design and AI that are changing frontend development. Kleeen Software Seminar Series. August 8, 2021

Kumar, J., Rosenberg, D., Courage, C., Rohn, J., Kamm, L., Anderson, L., Holsberry, C. & Chavan, A. (2012). Diversity panel moderator: Women in UX Leadership in Business. CHI'12: Proceedings of the 2012 ACM CHI annual conference.

Rohn, J., Wixon, D., Rosenberg, D., Ashley, J. & Tesler, L. (2012). Managing UX Teams: Insights from Executive Leaders. CHI EA '12: Proceedings of the 2012 ACM CHI annual conference.

Jain, J., Courage, C., Innes, J., Churchill, E., Lund, A. & Rosenberg, D. (2011). Managing Global UX Teams. CHI'11 Extended Abstracts on Human Factors in Computing Systems.

Kumar, J., Rosenberg, D., Arent, M. Wichansky, A. Kolhatkar, Kiris, E. Wilson, R. & Lund, A. (2011) User Experience Management Post Mergers and Acquisitions. CHI'11 Extended Abstracts on Human Factors in Computing Systems.

Kumar, J., Rosenberg, D., Arent, M. Wichansky, A. Kolhatkar, M., Longoria, R. Hendrich, B., Lund, A. (2010). Branding the Changing Enterprise – Impact of Mergers and Acquisitions on UX Organizations. CHI'10 Extended Abstracts on Human Factors in Computing Systems.

Rosenberg, D. (2008). The Future Application of Social Networking Software in the Enterprise. Jive Enterprise Software Summit Invitation only conference. Aspen, CO.

Rosenberg, D., Buckholtz, T., Chapman, J. & Zhang, J. (2008). How Interdisciplinary Innovation Helps Startups. Silicon Valley Chinese Engineers Association Jan. 17, 2008 meeting. Palo Alto, CA.

Dray, S., Karat, C-M., Rosenberg, D., Siegel, D. & Wixon, D. (2005). Is ROI an Effective Approach for Persuading Decision-Makers of the Value of User-Centered Design? CHI'05 Extended Abstracts on Human Factors in Computing Systems.

Rosenberg, D., Norman, D. & Vredenburg, K. (2003). HCI Leadership in Corporations. Nielsen/Norman Group 2004 UE Executive Forum. Chicago, Illinois. Mulligan,

Anderson, R., Bond, R., Rohn, J. & Rosenberg, D. (2000). Promoting Usability in Organizations. BayCHI Usability BOF meeting 1/28/2000

Anderson, R., Norman, D., Rohn, J., Rosenberg, D. (1997). Organizational Obstacles to User Centered Design. BayCHI local chapter meeting, Xerox Parc, Palo Alto CA. Dec. 9, 1997.

Rosenberg, D., Sullivan, K., Ashlund, S., Horwitz, K., Hopper, S. (1996). Session organizer and chair: User Interface for Large Markets, CHI'06 Extended Abstracts on Human Factors in Computing Systems.

Nielsen, J., Desurvire, H., Kerr, R., Rosenberg, D., Salomon, G., Molich, R. & Stewart, T. (1993). Comparative Design Review: An Exercise in Parallel Design. Proc. ACM INTERCHI'93 (Amsterdam, Netherlands, 24-29 April), 414-417.

R., Dieli, M., Nielsen, J., Poltrock, S., Rosenberg, D. & Rudman, S. (1992). Designing Useable Systems Under Real-World Constraints. CHI'92: Proceedings of the SIGCHI Conference on Human Factors in Computing Systems. Monterey, CA.



