

JAMES POWDERLY

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SIGNATURE ACCOMPLISHMENTS

- I built a diverse and multidisciplinary design org and shipped the Magic Leap One spatial computer, the Lumin OS and a suite of core apps like the Helio Browser and Avatar Chat.
- I created open source tech that empowered a paralyzed artist to draw with his eyes.
- My art and video work has been featured in the MoMA, the Tate Modern, the New York Times, at Sundance, in Rolling Stone, at the Venice Architecture Biennale, on the keynote stage at SXSW, and on the front page of YouTube.
- I am a hands-on inventor and coder with 13+ patents filed in hardware and UI/UX.
- I contributed to the discovery of ancient and extant water on Mars through my work on NASA's *Mars Exploration Rovers* and the *Phoenix Lander*.

EXPERIENCE

MAGIC LEAP | Plantation, FL, USA

Director of User Interaction and User Experience, Software

2016 - Present

I recruit and lead a world-class, 30-person design organization: managing 5 teams, 5 vendors and \$5 - 8M in capex per year. Together, my team shipped the design for the Magic Leap One spatial computer, the Lumin OS and *20 other software products* on multiple devices and engines (LuminRT, Unity, iOS, Android, MacOS, Windows and the web). I owned and delivered:

- The product design for Magic Leap One and the Lumin OS
- An on-brand design system w/ UI Kit, icons, a custom font, UI sounds and copy content.
- Layout guides, the interaction model and front-end algorithms for the OS/core apps.
- All visual and motion design, 3D real time art assets, shaders and VFX.
- The Magic Leap Mobile App and 7 enterprise-class desktop developer tools.
- User research, testing, data analysis and validation for Magic Leap One.
- Currently working on localization in 5 languages (and Chinese and Japanese fonts).

"Magic Leap feels like the future. These are a magnificent machine."- Adam Savage, *Tested.com*

Principal Designer, Hardware Projects

2015 - 2016

I built a 6-person HCI team, collaborated with UX, Industrial Design, Human Factors, Product Marketing and Magic Leap Studios and shipped the product, interaction and experience design for Magic Leap One's hardware: the *Lightpack*, *Lightwear* and *6Dof Control*.

SAMSUNG ELECTRONICS | Seoul, South Korea

Lead Designer, Incubation Team

2013 - 2015

I led an 8-person experience incubation team prototyping fashion-tech accessories with Chris Bangle, *Swarovski*, *Moschino*, *LVMH*, *Zegna* and *Porsche* for Samsung's Mobile Division.

Senior Designer

2012 - 2013

I led design strategy projects related to emerging technology like VR, AR and AI. One project, the *Dreem* visual coding interface, was later developed by Samsung Display for CES 2016.

HONGIK UNIVERSITY | Seoul, South Korea

Associate Professor of Visual Communication Design

2010 - 2012

I taught undergrad studio design courses and graduate seminars in design, tech and culture.

GRAFFITI RESEARCH LAB | New York, NY, USA

Co-founder, Artist, Speaker

2005 - 2010

I co-founded the Graffiti Research Lab, an organization dedicated to outfitting graffiti artists, activists and pranksters with open source tools for urban communication. The GRL is best-known for its award-winning videos and the *EyeWriter*, which has been seen over a million times on TED.com, and is in the permanent collection of the Museum of Modern Art in NYC.

PARSONS SCHOOL OF DESIGN | New York, NY, USA

Adjunct Professor

2007 - 2008

I taught design + tech electives *HomeX*, *Internet Famous*, and the *Field Guide for Public Works*.

EYEBEAM ART AND TECHNOLOGY CENTER | New York, NY, USA

Senior Research Fellow

2005 - 2007

I was selected to be an inaugural fellow in Johan Peretti's R&D Openlab: a creative technology think-tank for the public domain. My best contributions to the public commons were two viral, DIY projects called, *LED Throwies* and *Laser Tag*. *Throwies* has been seen 3.7 million times on Instructables.com and influenced a diverse range of industries, like STEM education, activism and marketing. And, *Laser Tag* has been seen over 1.6 million times on YouTube.

HONEYBEE ROBOTICS | New York, NY, USA

Interim Director of Technology Development

2005

I led a team of 3 engineers in the development of technology proposals for NASA and the DoD. We won \$9M in SBIR awards in Q2 2015, including the *Mars Science Laboratory* sample carousel.

Robotics Engineer

2004 - 2005

I designed, built and tested robots for the exploration of space using a full stack of electrical, computer and mechanical engineering skills. My biggest contribution was to the discovery of ancient and extant water on Mars through my engineering and mission ops work on the *Mars Exploration Rovers* and the *Phoenix Lander*.

Engineering Technician/Lab Foreman

2002 - 2004

I was responsible for physical fabrication of robots and managing a 10,000 Sq.Ft. lab. I was the lead test technician for the *MER Rock Abrasion Tool*. I conducted hundreds of hours of thermal-vac and dynamometer testing that contributed to both Rovers successfully executing their mission on Mars for over a decade.

EDUCATION

- Master of Professional Studies | NYU, ITP, Tisch School of the Arts | NY, USA | 2002
- Bachelor of Music Theory | UTC, Cadek Conservatory | TN, USA | 2000