JAMES POWDERLY

2099 NW 127th Ave, Hollywood, FL, 33028 | +1 (754) 215-0512
me@jamespowderly.com | https://www.wikipowdia.org/portfolio/2019/

SIGNATURE ACCOMPLISHMENTS

- I made the critical decisions needed to build a global design team, increase investment by over $2 Billion and ship the UI/UX for the Magic Leap One spatial computer, Lumin OS and 18 software products like the Helio Browser, ML App Store and Avatar Chat.
- I made DIY tech with a paralyzed graffiti artist so they could draw again with their eyes.
- I am a hands-on inventor and coder with 15+ design and technology patents.
- My art has been featured in the NY Times, at Sundance, on the Tate, in Rolling Stone, at the Japan Media Art Festival, at SXSW and in the permanent collection of the MoMA.
- I contributed to the discovery of ancient and extant water on Mars through my engineering work for NASA on the last four robots to explore the red planet.

EXPERIENCE

MAGIC LEAP | Plantation, FL, USA
Director of User Interaction and User Experience, Software   2016 - Present

I recruit and grow a diverse and multidisciplinary org of design leaders. I manage 5 teams, ~5 vendors and $5M - 8M in capex per year. During my time as the design leader at Magic Leap, the company increased investment by over $2 Billion, launched the Magic Leap One spatial computer and released award-winning software experiences across multiple engines, iOS, Android, Windows, macOS and the web.

I currently own and deliver:
- UI/UX strategy and management for ML1, its OS, core apps, mobile app and dev tools.
- Executive and cross-org collaboration, communication, planning and investor reporting.
- Customer insight and product validation based on user research, testing and analytics.
- Production of all visual and sonic art, including: real time 3D, motion, shaders and VFX.
- The ML1 design system, UI Kit, a patented mixed reality font and online design guides.
- UI wireframes, UI text, UI redlines and multimodal interaction algorithms and specs.

Principal Designer, Hardware   2015 - 2016

I managed the hardware UI/UX team. We collaborated with Industrial Design, Human Factors, Engineering and ML Game Studio to create the Magic Leap One hardware and game controller.

SAMSUNG ELECTRONICS | Seoul, South Korea
Lead Designer, Mobile Division   2013 - 2015

I led an experience incubation team prototyping wearable and augmented reality products with Chris Bangle, *Swarovski, Moschino, LVMH, Zegna* and *Porsche* for Samsung's Mobile Division.

Senior Designer, Corporate Design Center   2012 - 2013

I led customer-centric, design strategy projects for emerging AR/VR, IoT and AI technology. One project, the *Dreem* visual code editor, was later developed by Samsung Display for CES.

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.

KYOTO SEIKA UNIVERSITY | Kyoto, Japan
Visiting Professor of Fine Art   2010

I taught a summer studio course in creative coding and micro computing.

PARSONS THE NEW SCHOOL FOR DESIGN | New York, NY, USA
Adjunct Professor, Design + Technology   2007 - 2008

I taught elective courses in DIY electronics, viral media and co-taught a class with the *Yes Men*.

GRAFFITI RESEARCH LAB | New York, NY, USA
Co-founder, Artist   2006 - 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 creating empowering, DIY technology, like the *EyeWriter. The EyeWriter* has been seen over a million times on TED.com and is in the permanent collection of the MoMA in NYC.

EYEBEAM ART AND TECHNOLOGY CENTER | New York, NY, USA
Senior Research Fellow   2005 - 2007

I designed creative technology for the public domain, like *LED Throwies* and Laser Graffiti. *LED Throwies* have been seen 6 million times on Instructables.com and featured in Wired and the NY Times. Laser Graffiti has been exhibited on 6 continents and downloaded over 100k times.

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 grants in Q2 2005, including the *Mars Science Laboratory* sample carousel.

Robotics Engineer   2004

I engineered robotic systems for the exploration of space. I contributed to the discovery of water on Mars through my work on the *Mars Exploration Rovers,* the *Phoenix Lander* and *MSL*.

Engineering Technician/Lab Foreman   2002 - 2004

I built robots, managed a 10,000 Sq.Ft. lab and led testing for the MER *Rock Abrasion Tool.*

EDUCATION

- PAC Prep Course | NYU, Courant School of Computer Science | NY, USA | 2002
- Master of Fine Art | NYU, ITP, Tisch School of the Arts | NY, USA | 2000 - 2002
- Bachelor of Music Theory | UTC, Cadek Conservatory | TN, USA | 1996 - 2000