Hi, I'm Raph 👋

Product designer in San Francisco with 10 years experience, love of the craft, practice building teams, and particular expertise in game & behavioral design

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Work

Google, Senior Interaction Designer
MAY 2015 - PRESENT | BAY AREA

Hangouts Chat. Launched Google's Slack competitor, now the hub of G Suite's strategy. Defined our core interaction models (threading and sharing), prioritized roadmap, built and ran the UX team, navigated the Material design system.

Apps Intelligence Team. Initative to identify ML use cases across Google Apps. Developed & presented materials to teach Timeful's approach to AI & behavioral design.

Google Calendar. Led design of **Goals** feature, which gave Calendar the ability to intelligently schedule time to build and maintain habits ("Run 3x a week"). Taught behavior science, led UX, ran sprints & UXR in Mountain View, Zurich, & London.

Timeful, Senior UX Designer
NOV 2014 - MAY 2015 | MOUNTAIN VIEW
An intelligent time assistant app combining design, machine learning, and behavioral science. Co-founded by well known behavioral scientist Dan Ariely. **ACQUIRED BY GOOGLE**

Jawbone, Interaction Designer
JAN 2013 - NOV 2014 | SAN FRANCISCO
Maker of the UP band, Jambox and bluetooth headsets. Heavy focus on UX, interaction design and developing prototyping methods. **JAWBONE.COM**

Massive Health, Lead Designer
MAY 2012 - JAN 2013 | SAN FRANCISCO
Led research, prototyping, UX and visual design of food & behavior change app. **ACQUIRED BY JAWBONE.**

Acanthus Advisers, Associate
SEP 2006 - JUL 2009 | LONDON, UK
Assisted clients seeking €620 million ($890m), a crucible for high stakes communication design.

Education

Master of Design
IIT INSTITUTE OF DESIGN
PEW FOUNDATION FELLOWSHIP
2009-2012 | CHICAGO

GMAT
740/800 (97TH PERCENTILE)

BSc in Economics
LONDON SCHOOL OF ECONOMICS
AND POLITICAL SCIENCE
2003–2006

Me

> I'm proficient in **HTML5, CSS, and Javascript** and love collaborating directly with engineers. I ONCE HELPED MICROSOFT REBUILD AN ICONIC INDIE GAME IN HTML5

> I love **workshop design** & **group mind**. UNSUPRISINGLY, I LOVE FIGMA

> I make **roleplaying games**, and publish them at LAUGHINGKAIJU.COM. A LARP I DESIGNED WON SEVERAL AWARDS

> For 3 years I did **improv** in Chicago. I TRAINED AT SECOND CITY AND IO, AND PERFORMED AS "EMERGENCY SANDWICH"

> In 2009, I co-ran IIT's **Design Research Conference**. 400 ATTENDEES, 40 SPEAKERS, AND ONE HOSTAGE NEGOTIATOR

> I co-founded a hip-hop record label, **Sensory Overload Records.** WE RELEASED 11 RECORDS