



# STEVE KEARSLEY

USER EXPERIENCE DESIGN

## Professional Summary

Passion, persistence and design iteration are the creative forces that drive my work - I design products and user experiences that feel focused, effortless, self-explanatory and simple. My visual design skills span enterprise, public service and military — product design and UI /UX design for augmented and virtual reality, web and mobile business intelligence applications and visualizations for information systems and big data analytics. Design Specialties: I have a Masters degree in Multimedia from California State University East Bay.

## Experience

BluAtomVR, Irvine, CA

2016 – Present

### **Co-Founder and CEO**

BluAtomVR has developed a body-tracking motion control platform for enterprise, public service and military training applications. With the BluAtom motion tracker, users can move more naturally in a virtual environment, which is a better way of locomotion than the current mode of teleporting or spawning to a specific location in virtual reality. It effectively turns any player's body into a game controller – you can move in one direction and look in another direction. The system is plug and play, no special device driver is required.

CareerBuilder, Newport Beach, CA

2013 – 2017

### **Director of Design and User Experience**

Responsible for delivering creative, high-quality user experiences for CareerBuilder brands.

- Proven ability and passion for translating conceptual ideas into high quality deliverables, such as the Big Data Analytics platform for global HR recruiting and hiring. CareerBuilder's analytics give insight into successful sourcing channels and provide metrics that optimize the recruitment process and increase effectiveness.
- Responsible for design of user experience strategies for CareerBuilder's easy-to-use candidate sourcing CRM platform, creating a comprehensive application for organizations to reach high quality candidates. Design and user experience is a key driver in CareerBuilder's success — CareerBuilder acquired Broadbean Technology in April 2014 to bring innovative recruitment technologies to global markets.

Composite Apps, Irvine, CA

2011 – 2013

### **Director of User Experience**

UX/UI design of visual solutions for enterprise business intelligence applications to improve business performance, increases revenue and enhance operational efficiencies for customer relationship management and IT resource planning tools.

- Established user experience and design best practices for development of web and mobile applications.
- Responsible for delivering elegant and easy to use business intelligence and data rich applications.

Raytheon, El Segundo, CA

2006 – 2011

### **Senior User Interface Designer**

UX/UI design for data analytics, intelligence, surveillance, and reconnaissance applications and DoD resource planning tools.

- Collaborated with business and engineering teams to develop innovative visual design solutions for supplier intelligence, business process, logistics and employee learning tools within Raytheon's IT infrastructure.
- Developed concept art and design wireframes for interactive 3D product demos that resulted in "significantly improved" new business development and contract signings for the business development capture group.
- Developed user experience for Raytheon engineering internal research and development projects (IRADS), and co-invented "one-touch tasking and visualization" engineering patent for Multifactor Intelligence Engine.

Exploratorium Science Museum, San Francisco, CA

2001–2005

### **Senior Graphic/UI Developer**

Collaborated with artists, editors, scientists and engineers at the museum to develop interactive science exhibits, informational displays, marketing materials and digital illustrations.

- UI design lead for research and development of the museum's Electronic Guidebook Project.
- Collaborated with editors and engineers to produce interactive exhibits for the Exploratorium website.

- San Francisco Chronicle, San Francisco, CA 1991 – 2000  
**Senior Graphic Designer/Illustrator**  
 • Collaborated with editors and reporters to produce editorial informational graphics and illustrations.
- The Oakland Tribune, Oakland, CA 1988 – 1991  
**Graphic Designer/Illustrator**  
 • Produced informational graphics and illustrations

## Education

- Raytheon Corporate Innovation Workshop, Orlando FL 2010 - 2011  
 Innovation award for visualization of iPixel hyperspectral technology
- California State University East Bay, Hayward, CA 2005  
**Masters of Multimedia Degree**  
 Co-developed the ConSpiritus virtual reality Motion Vest thesis project.  
 Won first place in 2005 CSU Graduate Research Performance Grant for VR project.  
 Motion Vest VR project was accepted into the 2006 MIT business engineering entrepreneurship contest
- Academy of Art University, San Francisco, CA 2005 - 2006  
 MFA New Media faculty advisor
- Western Washington University, Bellingham, WA 1981  
**Bachelor of Arts Degree**  
 Visual Design and illustration

## Awards

- Presented Mobility Demonstration at the 2013 IEEE Consumer Communications Conference 2013  
 Mobility - Rethinking Productivity in the Enterprise (Composite Apps Mobile BI Platform)
- Raytheon Patent: Mobile and One-Touch Tasking and Visualization of Sensor Data 2012  
 Patent date Issued: Sep 14, 2012 Patent issuer and number us WO 2013074196 A2  
 Patent description: Co-invented the "one-touch tasking" user experience and GUI for Raytheon Multifactor Information Engine (MIE) for intelligence, surveillance, and reconnaissance systems.
- Raytheon Corporate Global Communication Award 2011  
 Interactive communication category – Design of Defender (DoD) iPad application
- Raytheon Individual Achievement Award 2011  
 Recognition of ongoing commitment to outstanding job performance
- Raytheon (Space and Airborne Systems) Innovator Award 2011  
 Innovation white paper award for intelligent sensing and 3D visualization

I'm a curious lifetime learner, always exploring visual experiences for advanced engineering, science and technology. I like to visit museums, art galleries and appreciate good humor.

**Steve Kearsley**  
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