

PETER R. BICKFORD

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WORK EXPERIENCE

2010-Present

TiVo Inc., *Senior User Interface Consultant* (as Consultant: Human Computing)

Defined the overall user experience for TiVo's next generation video devices. Served as interface design lead from initial product design and testing through completed software and commercial release.

Helped drive the effort to modernize TiVo's interface specifications, allowing them to support the functional and branding requirements of TiVo's domestic and international partners, including Virgin Media (UK), Comcast, and Charter Communications.

Developed design concepts, specifications, and prototypes for TiVo's Premiere line of video products.

2009-Present

Human Computing Consulting Services, *Principal Consultant*

Human interface consultancy, specializing in visual and interaction design for consumer and enterprise products. Clients include Rocket Mobile and Verizon Wireless. Recent projects include the design of the standard SMS/MMS messaging client in use on Verizon's Android and BREW-based cellular phones.

1991-Present

Human Computing, *Principal*

Founder and lead technologist for successful commercial software company in the consumer market. Creator of the leading multimedia comic book database, ComicBase. The program has been the leader in its category for over 15 years, and has been produced in versions ranging from Mac OS 9 to Windows 7, with support for mobile devices including Kindle, Android, Blackberry, iPhone, and iPad.

Designed and programmed the online web marketplace, Atomic Avenue (launched 2007), which integrates with the desktop software to allow collectors to both keep apprised of current market trends as well as buy and sell comics in a vast marketplace whose total number of items now outpaces eBay in its category.

1997-1998

Sun Microsystems (Sunsoft), *Principal Consultant, Human Interface*

Provided on-site human interface design and instruction to clients as a founding member of Sun's Consulting Services team.

Provided usability reviews and design services for Sun's internal web and workstation-based products.

1988-1997

Apple, *Senior Scientist, Human Interface*

Product designer, development consultant, and evangelist. Responsible for user experience development on numerous internal and external products ranging from server technologies to consumer applications. Led the user experience efforts within the Macintosh Technology Group, as well as serving as Apple's principal human interface consultant for third party developers. Performed usability reviews and assisted in the interface design of over 300 third party products, including those from Adobe, Microsoft, Intuit, IBM, Symantec, and Macromedia.

Usability lead for Apple projects in the Macintosh Technology Group, Developer Consulting Group, and Apple Business Systems on both consumer and business system products.

Founded the Usability Design Lab for the Macintosh Technology Group to perform usability testing for internal Apple projects.

Created usability guidelines for Apple's internal developers to assist them in creating easy-to-use designs. Taught classes and held one-on-one consulting sessions with Apple's developers to teach good design technique.

SELECTED WRITING AND LECTURES

Book: "Interface Design: The Art of Developing Easy-to-Use Software", AP Press, 1997

Writer, *Apple Directions*: Monthly human interface column (1992-1997) for Apple's developer newsletter. Articles covered topics including web site design, human factors, usability testing, prototyping, and multimedia.

Writer, *Netscape DevEdge*: Usability articles dealing with web navigation, response time, and other critical topics for successful sites.

Ease of Use in a Complex World: Software DevCon presentation, Frankfurt, Germany.

PROFICIENCIES

User Experience: Interaction Design, User Studies, Product Design, Visual Design, Prototyping, Standards Development, and Team Management

Operating Systems: Windows, Mac OS X, iOS, Palm (Web OS, Palm OS), Symbian

Languages: HTML, JavaScript, CSS, Flash/ActionScript, VB, VB.Net, Java, XML, SQL, DHTML, Objective C

Development Platforms: Xcode, Microsoft Visual Studio, ASP.Net, SQL Server, Flash, XNA, BREW

Design Software: Photoshop, Illustrator, Dreamweaver, Flash, After Effects, Premiere, Final Cut

Technologies and Libraries: Ajax, Windows Server 2003/2008, IIS 6/IIS 7, SQL Server 2000/2008

ACADEMIC QUALIFICATIONS

B.A. Philosophy, University of Wisconsin-Madison. Computer Science minor. Post-graduation work in Social Psychology. 1983-1988, 1992