

Ruth Kikin-Gil

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Summary

Design strategist, UX expert, and practical dreamer; focusing on product innovation for over 15 years. I spent the last six years in Microsoft thinking about, and designing for the future of productivity in its broadest sense, first at Office labs – a bleeding edge technology + design team, then on a strategy team and now I'm working on creating the next experiences of Office across a variety of devices, input methods and platforms.

In 1999 I co-founded and managed one of the first Digital Product Design Agencies in Israel – Max. Interactive. Max. Interactive provided comprehensive solutions to companies - coupling user centered design methods with business focused approach to create products that people love and companies value. My career path has also led me to be a leading creative force in Start-up trenches where I happily served, and to the winding roads of designing products and creating product strategies as a solo consultant.

I lived, worked and studied in multiple cultures and places around the world including Israel, Finland, Italy, London, San Francisco and now Seattle. I hold a bachelor degree in Visual communications from Bezalel Academy of Art and design in Jerusalem, and a Masters degree in Interaction design from Interaction design institute, Ivrea in Italy.

Professional experience

- 2008-Now** **Microsoft**, UX designer, design strategist and design lead
- 2013-2014 Microsoft Office. UX design and strategy, Office Word
 - 2012: Microsoft Office. Design strategist and UX designer for multiple products focusing on product innovation
 - 2008-2012 Office Labs: UX designer and design lead in Office labs, a bleeding edge Design+Technology group.
- 2005- 2007** **Consultant**, UX designer. Developed and defined future mobile scenarios and services
- 2004** **Nokia** Insight & Foresight group. An intern. I focused on Defining and designing future scenarios for the mobile space based on social, technological and business trends.
- 1999- 2003** **Max. Interactive ltd.** Co-founder and creative director of a digital products design consultancy, combining user-centered design together with a business focused approach to ensure that the design will increase the end-user's satisfaction while serving the client's business goals. My role was divided between operational work as a manager and professional work as a designer, design mentor and supervisor. I initiated creative processes, managed relationships with clients and supervised production
- 1995-1998** **Zapa digital Arts** (Today: Gizmoz Inc.), Multimedia company
- 1997-1998: Corporate art director. I lead a team of Creative professionals and programmers, being responsible for Zapa's GUI, Company communications and website.
 - 1996-1997: Creative director, Interaction designer and content production manager of Broderbund's "The PrintShop LiveMail": a multimedia greeting cards authoring tool with

- visual associative search engine (VSE)
- 1995-1996: Art director and interaction designer for CD titles for News Corp. England. (Including the Frankfurt book fair gold award winning "Makers of the 20th Century" CD ROM title)

1994-1995 Tyrell Multimedia – A CD-ROM Production Company. Graphic and interaction designer

1993-1994 Baruch Nae Strategic Design Graphic designer at a leading Israeli branding studio

Education

2004-2005 Masters Program, **Interaction Design Institute, Ivrea**, Italy

1990-1994 Bachelor of design(B.Des) In Visual Communication,
Bezalel Academy of Art and Design, Jerusalem, Israel

Teaching Experience

2015 Support lecturer at University of Washington, Human centered design and engineering (Capstone - HCDE 593), Seattle Washington
<http://www.hcde.uw.edu/>

2013 Microsoft Liaison and Course Mentor at the Media innovation Lab at IDC Hertzeliya, Israel
<http://milab.idc.ac.il/>

2012 Microsoft Liaison and Course Mentor at the Media innovation Lab at IDC Hertzeliya, Israel
<http://milab.idc.ac.il/>

1999-2001 Adjunct Professor at Bezalel Academy of art and design, Jerusalem, Visual communication department.
<http://www.bezalel.ac.il/en/>

1999 Adjunct Professor at the Interdisciplinary center, Herzeliya, Digital media program, (a graduate level certificate program)
Developed and taught design course.

Other

2013 Juror at **Spark Design & Architecture awards** – App design competition
<http://www.sparkawards.com/>

Conferences and Exhibitions

2008 **Design Engaged**, Montreal, Canada

2007 **Sketching in Hardware 2**, A summit on the design of/with physical computing toolkits, San Francisco, California, US (co-host of the conference, speaker).
<http://www.sketching07.com/>

2005 **Communicating European Research 2005** International Conference, Brussels, Belgium (Invited to participate in a panel discussing the possible use of web 2.0 in communicating design research)

http://ec.europa.eu/research/conferences/2005/cer2005/index_en.html

- 2005** **INDEX:AWARD 2005** , An exhibition which presented the top nominated designs for INDEX: AWARD design contest. Copenhagen , Denmark , featuring "Circles of Care" project
- 2005** **INTERACT 2005** , Tenth IFIP TC13 International Conference on Human-Computer Interaction, Rome , Italy , featuring BuddyBeads project
<http://giove.cnuce.cnr.it/interact2005/programme.html#>
- 2005** **MobileHCI 2005** , 7th International Conference on Human Computer Interaction with Mobile Devices and Services, Salzburg , Austria , featuring BuddyBeads project
<http://mobilehci.icts.sbg.ac.at/>
- June 2005** APPLIANCE DESIGN 2005, conference, Bristol, UK
- April 2005** **CIRCULAR**, event and exhibition by Domus Magazine, Salone Del Mobile 2005, Milano, Italy

Publications

- 2007** **Debate, communicate, educate: New** media channels at your service in *Communicating European Research 2005* , a series of articles and republished speeches from the Conference, Springer 2007
- 2006** **Affective is effective:** How information appliances can mediate relationships within communities and increase one's social effectiveness in *Personal and Ubiquitous Computing* , , volume 10, Springer-Verlag London Ltd, April 2006
- 2005** **BuddyBeads:** Techno-Jewelry for nonverbal communication within Teenager Girls Groups in *MobileHCI'05 Proceedings* , 2005
- 2005** **BuddyBeads:** Techno-Jewelry for nonverbal communication within Teenager Girls Groups in *Interact '05 proceedings* , 2005

Patents

- 2014** Opportunity events (Pending)
- 2014** Invocation Control over Keyboard user interface (Pending)
- 2013** Using scrollbars as live notification areas (Pending)
- 2013** Organizing Unstructured research within a document (Pending)
- 2012** Hash Tag Management in a Microblogging Infrastructure
- 2012** Aggregated View of Content with Presentation According to Content Type
- 2001** Programmable computer graphic objects

Awards

- 1996** **EMMA Award** at Frankfurt Book Fair 1996 - Gold Award for Best CD-ROM of the year for "Makers of the 20th Century" CD-ROM title. It also received the award for best information and reference, and for best visuals