

curriculum vitae

Marc Rettig

400 South Lang Avenue
Pittsburgh, PA 15208

mrettig@well.com
412-215-0026

WORK HISTORY, 1995 TO PRESENT

Founding principal, Fit Associates, 2004 to present

Fit consults to product and service development teams, agencies, and management teams. We plan and conduct customer research, then facilitate translation of customer insights into better products. We also coach and assist teams as they integrate design practices into the product cycle.

Recent projects

- Ethnographic research and design collaboration with a major appliance company, which laid the road map for entering a high-end market segment.
- Product evaluation of new appliances, marrying ethnographic and usability methods. The results raised ease of use in the production versions, and informed the strategy for the products' launch.
- Facilitation and coach for a new industrial design group in an established health care company, resulting in a strategy for their growth and integration into the firm's product cycle.

Independent research and design consultant, 2001 to 2004

Consulting in customer research, product strategy, interaction design, team process facilitation, and workshop development. Clients include BBC, U.S. Army, Leo Burnett, Crate and Barrel, Microsoft, and Fireman's Fund.

Nierenberg Chair of Design, visiting faculty, Carnegie Mellon University

Pittsburgh, 2002 to 2003

Teaching studio and seminar courses in the Graduate School of Design, advising independent studies, guiding interaction design, product, and human-computer interface students. My studio class explored innovation opportunities for the Carnegie Museum of Art, through ethnographic research, translating data into product concepts, then evaluating and refining the concepts through prototypes.

Chief experience officer, HannaHodge

Chicago, 2000 to 2001

Responsible for a culture of interdisciplinary collaboration and focus on user experience. I worked to integrate the efforts of designers, strategists, technologists, and researchers: process, definition of working documents, culture and education, client communications, and so on. Project work included contextual research, translation of research into design implications, evaluation of prototypes, and design specifications. Clients included Vanguard Group, Ford Motor Company, technology incubators, and startups.

Adjunct professor, Institute Of Design, IIT

Chicago, 1999 to 2002

I teach graduate courses in communication and interaction design: Communication Design, Case Studies, Metaphor in Design, Interface Design, Interactive Multimedia.

User experience lead North America, Cambridge Technology Partners

Chicago and Cambridge, 1999 to 2000

Broad responsibilities for growth of user experience practice: supporting sales and innovation in client engagements; influencing process; recruiting; thought leadership; problem solving. Established usability as an internal practice, set up a usability lab. Created Cambridge's "UX Innovation Center" in Cambridge, MA.

Consultant, seeSpace

Chicago, 1998 to 1999

User research, conceptual design, and web product innovation for seeSpace clients. Projects all involved some sort of research-driven innovation or original invention.

VP for design, Digital Knowledge Assets (dka)

Chicago, 1996 to 1998

Principal conceptual designer of dka products, including *Tours*, *sceneServer*, *sceneMaker*, with variations and prototypes for corporate clients. Conducted field research to discover user needs and product opportunities for both dka and its clients. Invented numerous interface and product concepts for web publishing.

VP and principal consultant, Burning Door

Chicago, 1995 to 1996

Co-founded the company with Dick Costolo. Consulted to corporate clients in web strategy and design. Helped clients align design of their web sites with business goals and customer needs. Designed proof of concept prototypes for web-based collaborative learning environments.

curriculum vitae, continued

Marc Rettig

400 South Lang Avenue
Pittsburgh, PA 15208

mrettig@well.com
412-215-0026

WORK HISTORY PRIOR TO 1995

Senior architect, Andersen Consulting, Project Eagle

Chicago, 1993 to 1995

Lead architect and interaction designer for "integrated performance support capabilities." Eagle was an object-oriented development environment intended for use by Andersen consultants in large enterprises. Conceived an original interface for delivering advice to knowledge workers, with its underlying object and event architecture. Managed a team to build working examples and a full implementation of this technology (Smalltalk). Contributed to the software architecture for Eagle's multilingual capabilities.

Independent consulting

Dallas, 1992 to 1993

Designed and implemented print and multimedia products for clients: books, direct mail campaigns, posters, documentation, slide shows, and software designs. Consulted with the Association for Computing Machinery on communications strategies, membership marketing and use of the Internet.

Member technical staff, Summer Institute Of Linguistics

Dallas, 1990 to 1992

Served as programmer and interaction designer for SIL's object-oriented software development environment (*cellar*) and tools for field linguistics, anthropology, and social science research (*LinguaLinks*). (Smalltalk, Macintosh & PC)

Principal, North 40 Software

Brooklyn, 1986 to 1990

Co-founder of the company with three partners, second to market with DB2 mainframe database administration tools. Managed product and market development. Designed and implemented two of the tools, and served as lead UI designer. Negotiated successful sale of this technology to XA Systems. (IBM mainframe, PL/1 and 370 assembler)

Senior analyst, Merrill Lynch

New York City, 1985 to 1986

Designed and implemented user interface components for an "advanced broker's workstation," one of the first such PC-based applications. (C language, IBM PC)

Senior systems designer, Brooklyn Union Gas

Brooklyn, 1980 to 1985

For the office systems group, facilitated the introduction of personal computers into the company. As a programmer/analyst, I designed and implemented enhancements to the mainframe customer billing system on IBM mainframes, in PL/1 and 370 assembler.

EDITORIAL POSITIONS

Corresponding columnist

Web Creator magazine (Japan), 2002 - present

Features editor

interactions magazine, 1996 - 1998

Contributing editor

Communications of the ACM, 1990 - 1994

Technical editor and columnist

AI Expert magazine, 1986 - 1995

Technical editor

Database Programming And Design, 1987 - 1991

Co-founded and served on jury of ACM interactions design awards, 1996 - 1997.

EDUCATION

Completed course work for MA in Computational Linguistics, New York University. Internship with the Linguistic String Project (interface design and Common Lisp programming)

BA in Anthropology and Linguistics, LeTourneau College, Longview, TX, 1978.

ADVISORY BOARDS

Advisory board member, Interaction Design Association (www.ixda.org)

Advisory board member, User Experience Network (www.uxnet.org)

Editorial advisory board member, Rosenfeld Media

Advisory board member, spyonit.com, 1998 - 2001

Founding advisory board member, Web Design and Development conferences, 1997 - 2001