

# Matthew Robert SIMPSON

## Profile

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## Qualifications

**2000 - Postgraduate Honors in Design Studies (1st class), University of Queensland**  
Awarded from the School of Geography, Planning & Architecture.

**1998 - Bachelor of Design Studies, University of Queensland**  
Awarded from the School of Geography, Planning & Architecture.

**Currently enrolled in a part-time PhD in Interaction Design (post confirmation)**

Topic: Exploring methodological frameworks to inform the analysis of collaborative interaction in architectural design firms, through qualitative, user-focused techniques and supporting technologies.

## Present Position

**2007 - 2009: User Interface Designer, Geo group, Google Inc.**

Currently employed as a user interface designer for the geo group at Google Inc.

### **Select accomplishments include:**

- ▶ User experience design on 3D modeling software Google SketchUp, Google 3D Warehouse and associated work with the Google Earth and Maps team.
- ▶ Over the last two years I have developed UI for the above products including:
  - A major release of SketchUp 7 (November 2008) including UI design store design and supporting website development.
  - Developed features for 3D Warehouse which have been deployed in 22 languages to date
  - Informing the user experience in the 3d building pipeline and model review for Google Earth.
- ▶ My role has included supporting usability research in the Boulder Colorado office and across the 3D modeling teams, establishing usability metrics and standards.

## Work Experience

**2001 - 2007: Academic - Associate Lecturer (Interaction Design), Information Environments Program, University of Queensland, Brisbane, Australia**

Continuing appointment as an academic member in the Information Environments Program (IEP) and founding member of the Interaction Design Research Division (IDRD), School of ITEE.

### **Main roles include:**

- ▶ Teaching design to Interaction and Multimedia Design students through project/studio-based teaching from 1st year to masters students,
- ▶ Research Investigator in several government/industry funded research projects through the Australasian CRC in Interaction Design (ACID). Projects include Virtual Communities, Human Methods in Design Consultancy and Location-based Experience deployment,
- ▶ Management of numerous design and teaching related project teams. Postgraduate supervision of honors and masters with associate supervisor of several PhD students,
- ▶ IT Liaison and administrator for the Information Environments Program (IEP),
- ▶ Web designer for program, research group and intranet portal websites,
- ▶ Closely involved in exhibit and marketing co-ordination for the program.

### **Select accomplishments include:**

**2006 - 2007: Design Coach for Global Design Course with Stanford University**

Global design coach for postgraduate design project for the next generation iRoom. Role as an architectural and interaction designer advising with design, prototyping and development of an adaptive, interactive and aware room environment.

**2006: Workshop developer and organiser - 'Object of Interaction' Workshop**

Design, development and organisation of the day-long workshop for the Australasian Computer-Human Interaction Conference - OZCHI'06, 21st November, Sydney, Australia.

**2006 - 2007: Apple Developer Grant - developing a shared video annotated system**

Interaction designer for distributed web-based video annotation development project utilizing QTSS, SMIL and unix capabilities in an AJAX front-end on Mac OSX. Roles include project management, developing scenarios, interface development with end-user analysis and testing.

**2005 - 2006: Virtual Communities and Human Dimensions Projects, ACID**

Researcher, interaction and web designer in exploring the nature of virtual collaboration and workflow in industry. Deployment of select social networking tool solutions(AJAX), through a user-centric consideration of organizational structure, workflow and user tasks. Current deployments include E-Health/Nursing, an online collaborative design application and a distributed Artists network.

**2004 - 2006: Redesign and Management of IEP IT infrastructure**

Two-fold focus as both web designer and IT co-ordinator for the Information Environments Program. Management of IT infrastructure, including server, lab image and configuration linked with the redesign and co-ordination of web structure for the program, including public presence, advertising and intranet portal services.

**2004 - 2005: Location-Based Experiences, ACID and Brisbane City Council**

Interaction designer involved in the design and creation of locative experiences for community and tourist contexts. Roles included deploying participatory design processes to explore the relationships of the site, context, public and stakeholders engaged through the project. Other project roles included user observation, stakeholder interviews, design mockups and interface development. Outcomes included the production of a prototype mobile-based tourist game in November 2005, with a brief for future deployment.

**2001 - 2006: Client focused design development projects in studios.**

Creation and management of real-life project development for undergraduate and masters student design courses. Projects include client negotiation, developing briefs, personae, scenarios, contextual interviews, observational analysis, prototype development and user testing. Projects range from small-screen PDA to dynamic information display through websites. Further project information and experience details are available at: [www.msimpsondesigns.com](http://www.msimpsondesigns.com)

**2000 - 2007: Designer, M Simpson Designs; Brisbane, Australia**

Principal designer and developer for web, interaction and architectural design firm, M Simpson Designs. Developed and deployed on numerous commercial web design projects, intranets, educational CD development, QVR tours, graphics and interface design projects utilizing user-centered techniques. Conducted numerous projects in architectural design and modeling. For more information on projects please refer to: [www.msimpsondesigns.com](http://www.msimpsondesigns.com)

**2000 - 2002: Web Design Consultant, ESP Computing; Brisbane, Australia**

Web design consultant and developer for ESP Computing. Roles included project management on numerous commercial web design projects, while specializing in project scoping and a consultative user-centered design process. Design activities conducted were focused in health and educational context.

**1999 - 2000: Tutor Co-ordinator in Interaction Design, Information Environments Program, University of Queensland; Brisbane, Australia**

Tutor and tutor co-ordinator involved in preparing and delivering courses teaching interactive media and 3D modeling, design and studio-based learning to undergraduate students.

**1999 - 2000: Demonstrator and CAD technician, Department of Architecture, University of Queensland; Brisbane, Australia**

CAD demonstrator for second year undergraduate courses in the architecture, instructing in the use and applications of ArchiCAD, Artlantis and Photoshop in design projects.

## Publications

**Edited Workshop Proceedings**

Simpson, M., Viller, S., Vaughan, L., Yuille, J., Akama, Y., Cooper, R. (2006) The object of interaction: the role of artefacts in interaction design, A day-long workshop 21st November 2006 as part of the Australasian Computer Human Interaction Conference: OZCHI 2006, November 22nd-24th, 2006 - Sydney, Australia.

**Refereed Conference Papers**

Riche, Y, Simpson, M & Viller, S 2008, 'Zebra: exploring users' engagement in fieldwork', in proceedings of the 7th ACM conference on Designing Interactive Systems (DIS 2008), Cape Town, South Africa, February 25-27, 2008. pp 50 -57, ISBN 978-1-60558-002-9

Morrison, A. & Simpson, M. (2005) The Practice of Locative Experiences – Workshop paper presentation, at the 6th Digital Arts & Culture Conference (DAC 2005), Copenhagen, Denmark.

MacColl, I., Morrison, I., Muhlberger, R., Simpson, M & Viller, S. (2005) Reflections on reflection: Blogging in undergraduate design studios, in proceedings of BlogTalk Downunder 2005, Sydney.

Simpson, M. & Bartlett, K. (2005) Using Games as Means for Collaboration, 11<sup>th</sup> International Multimedia Modelling Conference (MMM'05) IEEE Computer Society, Washington DC, USA, p. 346 – 351.

Simpson, M. and Viller, S. (2004) Observing Architectural Design: Improving the Development of Collaborative Design Environments. In proceedings of Cooperative Design, Visualisation & Engineering (CDVE) 2004, Spain. Lecture Notes in Computer Science (LNCS) 3190, Vol 1, Springer Verlag, Berlin. p.12–20.

Simpson, M., Burmeister, J., Boykiw, A. and Zhu, J. (2003). Successful Studio-based Real World Projects in IT Education. In Proc. Fifth Australasian Computing Education Conference (ACE2003), Adelaide, Australia. Conferences in Research and Practice in Information Technology, 20. Greening, T. and Lister, R., Eds., ACS. 41. p 112–122.

Simpson, M. and Bartlett, K. (2003) The Nexus: A Games Engine Adapted for Collaboration. Demonstration, In proceedings of OZCHI 2003 Conference. p 266-268.

Simpson, M., Docherty, A., Burmeister, J., and Knight, A. (2002). Digital News - Bringing Journalism to the Community. In Proc. 4th International Information Technology in Regional Areas Conference (ITIRA2002), Rockhampton, Australia. Marshall, S., Taylor, W. & Macpherson, C., Eds. p.182 – 190.

Simpson, M. (2002) The Virtual Designer: The application of VRML to collaborative design. In Proc. 7th Computer Aided Architectural Design and Research in Asia Conference (CAADRIA 2002), Kuala Lumpur, Malaysia. Prentice Hall. p.183–191.

#### **Refereed Journals and Book Chapters**

MacColl, I., Macdonald, L., Morrison, A., Simpson, M. (2006) LOW: A Locative Orientation Week Leonardo Electronic Almanac (Journal) 2005 - Locative Media Special Issue

Simpson, M., Burmeister, J. and Docherty, M. (2004). E-News: Community Interaction through Journalism. In Using Community Informatics to Transform Regions. Marshall, S., Yu, X. and Taylor, W., Eds., Idea Publishing Group, Hershey, USA. p.252–270.

#### **Non-Refereed Publications**

Docherty, M., Brereton, M., MacColl, I., Viller, S. & Simpson, M. The Studio Scenario, in Professional Educator, March 2005, vol. 4, no. 1, Deakin, Vic: Australian College of Educators.

Simpson, M., Riche, Y. & Macdonald, L. (2004) Informing Collaborative Design Frameworks – an industry exploration. ITEE Technical Report Series, Brisbane, Australia.

#### **In-Preparation Publications**

Viller, S., Patterson, G., & Simpson, M. (in preparation) Probing Playful Interaction With Large Screen Public Displays. For submission to International Conference of Computer-Human Interaction (CHI 2007), California, USA.

MacColl, I., Macdonald, L., Reeves, M., Morrison, A., & Simpson, M. (in preparation) LOWing and MOOing: Orchestrating locative experiences in a text-based virtual environment. For submission to Eighth International Conference of Ubiquitous Computing (Ubicomp 2006), California, USA.

Simpson, M., Viller, S., Vaughan, L., Akama, Y., Cooper, R., & Yuille, J. (in preparation). Design: Ethnography. Paper accepted for presentation at the International conference on Design Principles and Practices, Imperial College, London.

Akama, Y., Cooper, R., Vaughan, L., Simpson, M., Viller, S., & Yuille, J. (in preparation). Show and Tell: Accessing and Communicating Implicit Knowledge through Artefacts. For submission to journal: Artefact.

## **Skills**

**Design Process and Interaction Approaches:** Strong focus on iterative design development incorporating observational analysis and participatory design processes. Background in architecture, interaction and web design. Substantial experience in user-centered techniques using contextual enquiry, scenarios, and personae development, usability analysis and user interface (UI) guidelines to inform interaction design project development and management.

**Architectural Modeling:** Proficiency in modeling and rendering with applications including SketchUp, ArchiCAD, Cinema 4D, Electric Image and Artlantis. Experience with AutoCAD and some experience with Blender3d.

**Web Technologies:** Proficiency in HTML, CSS, Web Accessibility, UI and W3C Standards. Extensive experience with Dreamweaver, Photoshop & Illustrator. Moderate experience with Director, Flash, Fireworks and InDesign. Working knowledge with designing and integrating PHP, JSP/Servlets, DHTML/Javascript (AJAX) and MySQL database schema design and deployment into web solutions.

**Operating Systems:** Familiarity with both Windows XP and Mac OSX, with moderate experience with unix administration (server and client) particularly Solaris and Fedora.

**Associated skills:** Substantial experience with MS Office suite, collaborative tools and social software solutions for project management. Strong communication and interpersonal skills.

## Awards & Membership

### **2004: UQ Enhancement of Student Learning Award**

The Studio Scenario: Experiential Learning in the Information Environment Program: Brereton, Docherty, MacColl, Simpson and Viller.

### **2000, 2001, 2006: UQ - Deans Commendation for Most Effective Teacher**

Received for teaching in design studios and graphic design

### **Association of Computing Machinery (ACM) membership**

## Personal Interest

The nature of my work results in considerable time spent in front of a computer. In order to balance out my lifestyle, I prefer to engage in outdoor and physical activities when not working, including snowboarding, cycling, hiking and outdoor sports, among others. The key is activity which stimulates me either mentally or physically but gives me a opportunity to relax. Selected areas have been outlined below.

**Snowboarding:** When the opportunity arises, I like to snowboard. Although I have only been snowboarding for 6 years (on and off) I consider it one of my favorite outdoor activities. My most recent trip included a week snowboarding in January in the BC resort of Fernie in the Canadian Rockies last January.

**Cycling:** Cycling acts as a great form of transport and relaxation. This is an activity I try to do several times a week, particularly on the weekend when I can choose longer trips and new pathways.

**Home Brew Production:** The last few years has seen home brew production become a keen hobby. Recently I assisted in forming a small Home Brew club in Brisbane, Australia and have received commendations in this years state-based home brew championships.