JAMES POWDERLY

20+ Years of Technology & Design Innovation

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DESIGN

SNAP, INC | Los Angeles, CA, 2019 - *current* (2024)
Manager, Platform Design, *Snap Lab*

I lead design strategy to execution for a number of 0 to 1 software and hardware projects, including *Spectacles:* Snap's AR sunglasses and 3D operating system, *Pixy:* Snap's camera drone and the ChatGPT Remote API for multimodal AI wearables in Lens Studio 5.0.

MAGIC LEAP | Plantation, FL, 2015 - 2019
Design Director, User Interaction & User Experience

I built and set the product vision for a diverse, data-driven org of designers, 3D artists, engineers and UX researchers, managing 5 teams, multiple vendors and ~ $7M in design ops budget per year. While I was head of UI/ UX, the company increased investment by over $2 billion, my team shipped the 1st consumer, spatial computer + 3D operating system and released innovative consumer software for AR glasses, mobile devices, desktop computers and the Web.

Principal Designer, Input & Hardware UX

I collaborated cross-functionally with Industrial Design and Engineering to deliver the input paradigm for *Magic Leap One*, including its 3D controller and multimodal, natural interactions.

SAMSUNG ELECTRONICS | Seoul, South Korea, 2012 - 2015
Senior Designer

I envisioned and built the first software prototypes for multiple new wearable devices including *Galaxy Glass*, *Galaxy Ring* and the 1st generation *Galaxy Gear Fit*, which won "Best Mobile Device" at MWC in 2014 and sold 250,00 units in the first 10 days.

ART

From 2005 - 2012, I created award-winning tools for augmented reality graffiti art that were featured in the New York Times, Vogue, Wired and on Ted.com, exhibited at prestigious museums on six continents and acquired for the permanent collection of the MoMA.

ENGINEERING

HONEYBEE ROBOTICS, | New York City, NY, 2002 - 2005
Robotics Engineer

I engineered and prototyped robotic systems for the exploration of space including the Mars Exploration Rovers and the Phoenix Lander.

BIO

I am an award-winning artist turned product designer with 20+ years experience making innovative technologies that empower creative people. My signature accomplishments:

- Shipped 5 New Products including Magic Leap One
- Managed teams of 5 - 50
- Contributed to the discovery of water on Mars
- Enabled an artist with ALS to draw with their eyes
- 2 artworks in the MoMA

EDUCATION

NEW YORK UNIVERSITY, ITP, 2002, **MPS, Interaction Design**

UNIVERSITY OF TENNESSEE, 2000, **Bachelor of Music**

QUALIFICATIONS

- 22 Years in Tech
- 13 Years in Design
- 7 Years in Management
- Worked Directly with the CEO for 4+ years at Snap
- HCI expert with experience designing voice, hand and multimodal AI input
- Figma, Blender, Adobe CS, Unity/C#, JS, Python, Jira
- 20+ Patents