

Chris Michaelides

chrismichaelides.com chris@chrismichaelides.com

Designer, former jazz bassist, eager to design new products, services & systems

Work

Apple Inc.

Online Support User Experience Cupertino, CA

Sr. Interaction Designer & Assistant Creative Director November 2016 – Present

Sr. Interaction Designer July 2015 – Present

Interaction Designer July 2009 – July 2015

Design Intern Summer 2008

Education

Carnegie Mellon University

School of Design Pittsburgh, PA

Master of Design, Interaction Design May 2009

University of Cincinnati

College Conservatory of Music Cincinnati, OH

Bachelor of Music, Jazz Studies June 2003

Selected Projects

Design Planning & Creative Direction November 2016 – Present

I recently joined our design planning team, we help define the future of online support. In addition, I help the creative director establish standards & processes for the team.

Contact Apple Support 2013 – 2016

AppleCare's most complex web-app, Contact Apple Support routes customers to live person support options based on the customer's situation.

- 2013 Redesigned the app to improve usability, style, accessibility, clarity & functionality. Worked with marketing to be more on-brand.
- 2014 Helped define & scope requirements, then provided design for 45 enhancements. Partnered with Marketing & Retail to take over Genius Bar reservations. Worked with Engineering to improve processes & dev talent.
- 2015 Redesigned the app to be fully responsive, using a mobile first approach. Updated the visual language of CAS to fit the rest of the Apple ecosystem.
- 2016 Worked in an Agile team to help author & design many feature stories, including the ability to make appointments at third party service providers.

Global Store Locator 2012 – 2016

A web-app that unifies search for all Apple sales, service & training store types across 100+ countries in 30 languages.

- 2012 Designed the app, which involved analyzing existing solutions, requirements gathering, competitive analysis, scoping & many iterations with regular presentations to numerous stakeholders all over the world.
- 2013 Designed & facilitated numerous enhancements.
- 2014 Restyled the app, designed entry points for Quality Programs & other enhancements.
- 2015 Designed enhancements for mobile carriers & Apple Watch.

My Support Profile 2010 – 2012

A web-app that enables customers to manage the registration & support activity of their Apple products. The app also allows customers to edit their Apple ID information & to opt in to our "VoicePass" IVR call program.

Master's Thesis

Sound, Character & Interaction:

Designing the voice of Snackbot 2008 – 2009

For my graduate thesis project, I designed the sounds, gestures & scenarios needed to enable the CMU Snackbot robot to interact with its customers. I then planned & executed a study with participants to evaluate my designs.

The following year, I co-authored a paper about my project & presented it at the **2010 Design & Emotion Conference**.

Skills & Methods

Design Strategy & Planning

user, mission & success definitions, benchmarking, territory maps

Exploratory Research & Synthesis

contextual inquiry, interviews, surveys, affinity diagrams, mood boards, mind maps, personas, scenarios

Concept Generation

concept maps, storyboards, value opportunity analysis, user flows

Design

sketching, information architecture, wireframes, interaction design, prototyping (paper, click-through, HTML & CSS, Wizard of Oz, etc), IxD specifications, pixel perfect visual design, asset production, sound design, presenting to stakeholders

Evaluative Design Research

usability testing, test script writing, accessibility audit, QA testing

Post Launch Monitoring

heat-map & usage data analysis, customer feedback monitoring

Tools

paper, whiteboards, Omnigraffle, Sketch 3, Adobe (AI, PS, FW, ID, AE), HTML & CSS, iWork, Logic Pro, Ableton Live