

CURRICULUM VITAE

LONNY L. CHU

3231 Monterey Blvd.
Oakland, CA 94602

(650) 248-3910
lonny@furiant.com
<http://www.furiant.com>

- 20 years of experience in the field of Human-Computer Interaction (HCI).
- Provide insight for all aspects of product development.
- Specialization in mobile, haptic, audio, and web User Experiences (UX).
- Extensive experience in all phases of UX research, analysis, design, and leadership.
- Thorough understanding of current UI (User Interface) technologies and tools.
- Programming and development skills in C/C++, Java, JavaScript, HTML, and Visual Basic.
- Please visit <http://www.furiant.com> for more details.

PROFESSIONAL EXPERIENCE:

January, 2002 - present

Furiant Consulting, Oakland, CA

Founder and Principal, User Experience (UX) Consultant

Provide expertise in UI design and HCI topics. Design the visual, physical, and audio interfaces for a wide variety of products. Create and execute user studies to measure the effectiveness of interfaces. Produce final reports with analyses and results of user studies along with recommendations for product improvement.

Past work includes products for:

AT&T, Disney, T-Mobile, Sprint, Cingular, PalmSource, Qualcomm, Adobe, Real Networks, Tellme Networks, and many others.

Product types include:

Mobile phones and smartphones, portable media devices, home media devices, miniature PDA, interactive voice response systems, electronic payment system, web sites, and document synchronization tools.

November, 2005 - January, 2008

jd8 Records, Los Angeles, CA

Chief Technology Consultant

Assist in developing web and technology-related products for an independent music label dedicated to Asian-American music. Help form strategies for using new media technologies in an innovative music business model.

March, 2004 - October, 2005

Gridtag, Inc., Palo Alto, CA

Founder, President and CTO

Founded company to provide a consumer-oriented, highly customizable and brandable barcode. Our codemark could be scanned by basic camera-phones to bring web-based transactions, communications, and relationships into the physical world. Led development of the image decoding algorithm, client- and server-side applications, user experience design, and intellectual property protection. Developed business strategies and helped lead fundraising efforts. Built a core team of 8 members, including former Directors of User

Experience, a VP of Product Development, and a CPO from prominent Silicon Valley companies.

April, 2002 - May, 2004

Akceil Corporation, Palo Alto, CA

Board of Advisors

Assisted in designing the UI for a computing platform targeted at micro-miniature consumer devices. Performed user interaction analysis and evaluation. The final UI allowed for user performance comparable to typical PalmOS PDA usage but within a 1-inch diagonal screen space with only 2 buttons for user input. Provided guidance on business strategy and technology development.

February, 2000 - November, 2001

Immersion Corporation, San Jose, CA

HCI Researcher and Engineer

Conducted studies investigating user performance with consumer-level haptic input devices such as the iDrive force-feedback controller found in BMW 7 Series automobiles and the Logitech iFeel vibrotactile mouse. Deeply involved in all aspects of 3 separate user studies. Responsibilities included software development, experiment design, data analysis, and writing final reports. Software development using Visual Basic and C/C++ for MS Windows. Received Immersion's Outstanding Achievement award.

April, 1999 - January, 2000

Ricoh Silicon Valley, Menlo Park, CA

HCI Researcher and Engineer

Worked in a small group that designed, built, and user-tested a prototype portable digital photo album appliance. The device included a novel display interface and novel physical input capabilities. Programmed components using Java, BASIC for the Parallax BASIC Stamp, and C/C++ for MS Windows audio functions. Work published in CHI 2000.

June, 1998 - September, 1998

Microsoft Corporation, Cupertino, CA

Product Planning Researcher

Collected and analyzed data for a project studying web content and HTML usage. Studied the frequency and distribution of HTML tag usage across various industries and web page categories.

October, 1996 - June, 1997

Interval Research Corporation, Palo Alto, CA

HCI Researcher

Developed hardware, software, and the experimental design for a psychophysical study on the perception of cross-modal simultaneity. Responsible for the fabrication of new electronic equipment and interfaces as well as for the implementation of sampling and time-prediction algorithms. Work published in CASYS 1999.

EDUCATION:

Stanford University

Ph.D. - Computer-Based Music Theory, 2003

Dissertation

Entitled "Haptic Interactions for Audio Navigation". Researched the incorporation of force-feedback haptic controllers into digital audio editing systems. Involved topics of user experience research, haptic technologies, audio cognition, and digital audio technologies. Technical work included prototyping and software development. HCI aspects included interaction analysis of current editing systems, design of novel interaction methods, need-finding, and user studies.

Northwestern University

M.M. - Music Technology, 1996

Stanford University

B.A. - Music, Science and Technology, 1993

B.S. - Mechanical Engineering, 1992

TEACHING:

March, 1995 - June, 1999

Stanford University, Stanford, CA

Northwestern University, Evanston, IL

Instructor

Created the syllabi, gave lectures, and assigned grades for the classes

- "Introduction to Music Theory"
- "Physics of Sound".

Teaching Assistant

Gave lectures, created exams, and graded assignments for the classes

- "Interactive Computer Music"
- "Music Theory – Aural Skills"
- "Music in America"
- "Studio Recording Techniques"
- "Issues in Popular Music"
- "The Beatles"
- "Electronic and Computer Music"

PROFESSIONAL MEMBERSHIPS:

Active membership in the following organizations:

- ACM (Association for Computing Machinery)
- SIGCHI (ACM Special Interest Group on Computer-Human Interaction)
- BayCHI (Bay Area chapter of SIGCHI)
- IEEE (Institute of Electrical and Electronics Engineers)
- IXDA (Interaction Design Association)

PUBLICATIONS:

- Chu, Lonny. *"Haptic Interactions for Audio Navigation."* Ph.D. thesis, Dept. of Music, Stanford University 2003.
- Chu, Lonny. *"Haptic Design for Digital Audio."* ICME 2002 Proceedings (Lausanne, Switzerland).
- Chu, Lonny. *"User Performance and Haptic Design Issues for a Force-Feedback Sound Editing Interface."* CHI 2002 Extended Abstracts. CHI 2002 Doctoral Consortium (Minneapolis).
- Marko Balabanovic, Lonny Chu, and Gregory Wolff. *"Storytelling with Digital Photos."* CHI 2000 Proceedings (The Hague).
- Chu, Lonny. *"MusiCloth: A Design Methodology for the Development of a Performance Interface."* ICMC Proceedings 1999 (Beijing).
- Daniel Levitin, Karon MacLean, Max Mathews, and Lonny Chu. *"The perception of cross-modal simultaneity (Or "The Greenwich Observatory Problem" Revisited)."* Computing Anticipatory Systems: CASYS 1999.
- Chu, Lonny. *"Haptic Feedback in a Computer Music Performance."* ICMC Proceedings 1996 (Hong Kong).
- Gary Kendall and Lonny Chu. *"The Sound of Fruits and Vegetables: Scientific Visualization with Auditory Tokens."* ICMC Proceedings 1995 (Banff).

INTERNAL REPORTS AND WHITE PAPERS:

- Chu, Lonny. *"Gridtag Image Decoding."* Gridtag, Inc. October, 2005.
- Chu, Lonny. *"Fundamentals of Coding and Decoding Gridtags."* Gridtag, Inc. June, 2004.
- Chu, Lonny. *"Akceil Usability Study Report."* Akceil Corp. April, 2002.
- Lonny Chu, Chris Hasser, and Louis Rosenberg. *"User Performance in Mousing Tasks with Vibrotactile Cues."* Immersion Corp. April, 2001.
- Lonny Chu, Chris Hasser, and Karon MacLean. *"Smart Instrument Controls with Feel Display."* Immersion Corp. July, 2000.
- Chu, Lonny. *"User Behavior Toward a Networked Music Environment in the Home."* Stanford University. December, 1998.
- Chu, Lonny. *"The Use of Musically Relevant Vibrational Stimuli in Improving Children's Musical Learning."* Stanford University. December, 1997.

PATENTS:

- Chu, Lonny. *"Method and System For Multi-Dimensional Symbol Coding System."* U.S. Gridtag, Inc. Filed Feb. 2005.
- Chu, Lonny. *"Sound Data Output and Manipulation Using Haptic Feedback."* U.S. Immersion Corp. Issued March 9, 2004. U.S. Patent 6,703,550.
- Marko Balabanovic, Lonny Chu, and Gregory Wolff. *"Device for Multimedia Storytelling."* U.S. Ricoh Corp. Issued December 13, 2005. U.S. Patent 6,976,229.