

victor  
szilagyi

interaction designer &  
user experience strategist



# an introduction

who i am, what i've been up to, what I'd like to be doing

With a background in Psychology and Urban Design Studies, I am fascinated by the impact of technology on society and design.

Whether designing interfaces for Yahoo!, content management tools for National Public Radio, toys for Mattel, or developing my own concepts, I am driven by a series of questions: How can we create personal and emotional connections through our devices? What makes a place worth visiting, or better yet, returning to? How can the tools and toys we use change the way we think about our surroundings?

Having completed my MA at the Interaction Design Institute Ivrea in 2006, this booklet is a collection of work from my time at the Institute and my professional career in London and New York.

Due to confidentiality concerns, more recent and detailed samples, including functional specifications, are available only upon request during face-to-face meetings.

I am currently looking for a full-time position in interaction design, preferably with a focus on long term strategy and concept development. If you have any questions about the projects included here or any other aspects of my professional experience, please feel free to contact me at any time.

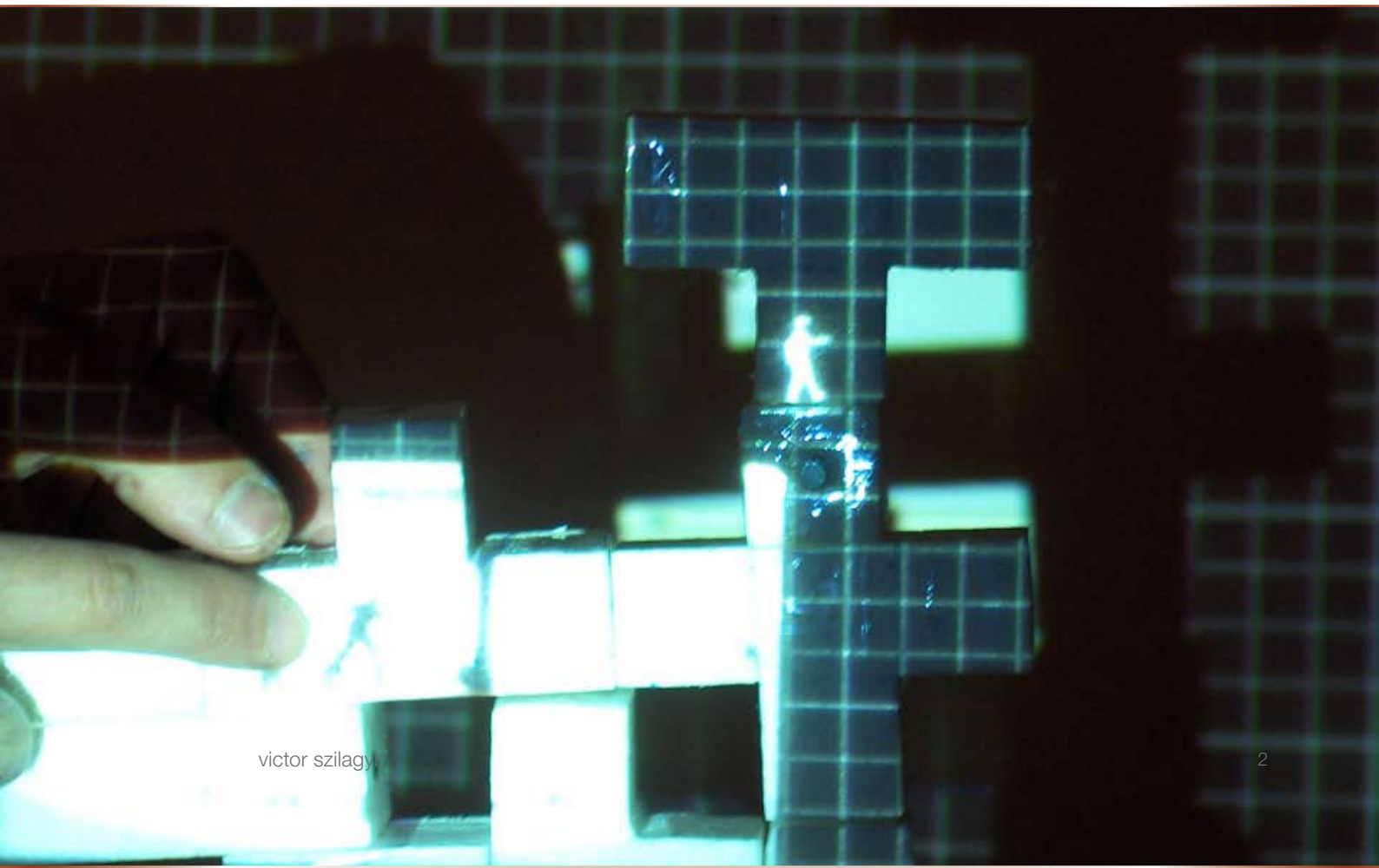
I look forward to speaking with you soon.

Sincerely,  
Victor Szilagyi

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# victor szilagyi

interaction designer & ux strategist

## objective

As an interaction designer, my strength lies in studying how people react to shifting trends in technology. I use those learnings to shape new tools and toys. My goal is to continue sharpening my skills in a position where solid research informs the design of business models and interfaces for experiences that live online, on your phone, and in physical environments.

Senior User Experience Designer - Design Planning Group  
10/2007 - Present Samsung Design | Europe London, UK  
Responsible for generating product/service concepts for the European Market with a focus on digital television (DTT & IPTV). Illustrated concepts through the creation of experience prototypes, strategy documents and UI wireframes. Managed outside agencies and coordinated with Korean stakeholders in Samsung's Design, Marketing, and Engineering teams.

Interaction Designer (Information Architect)  
09/2006 - 10/2007 Fjord London, UK  
Responsible for mobile UI specifications, scenario development, and trend studies for telephony and media companies including Yahoo!, Orange, Swisscom and Skype. Work examples include: UI wireframes, best practice reports into open source telephony and social networking tools.

Graduate Design Intern  
07/2005 - 10/2005 Mattel (Hot Wheels) El Segundo, CA  
Worked with Mattel engineering and lifestyle groups creating play concepts blending Hot Wheels toy and apparel lines with new technologies.

Associate Producer\Information Architect  
02/2004 - 08/2004 Freelance Contractor New York, NY  
As a contractor for agencies including KBP/dotglu, was responsible for coordinating account managers, designers and technologists in the development of web sites and email marketing campaigns for Citibank, Beech-Nut Foods, and KAO Brands (The Andrew Jergens Company).

Associate Information Architect  
07/2002 - 02/2004 Dotsperinch New York, NY  
Designed web-based archive management & exhibition tools for clients including National Public Radio (SonicMemorial.org), New York's Jewish Museum and the National Building Museum.

## education

Masters Interaction Design  
08/2004 - 06/2006 Interaction Design Institute Ivrea, IT

Bachelor of Arts  
June 2002 New York University New York, NY  
Graduated with honors, double majoring in Psychology and Urban Design

## honors & achievements

mobileCampLondon 2007, the first UK barcamp dedicated to mobile design and development - principle organizer & fund raiser, securing sponsorship from Orange and Vodafone.

xBlocks, an augmented-reality play experience, created in collaboration with Tristram Sparks has been featured in:

'06 exhibitions  
Arborescence, Marseilles, France  
Salone del Mobile, Milan, Italy

'06 publications  
Boingboing.net  
Casa Mica, Italy  
Gee Magazine, Germany  
Electronic Gaming Monthly, USA  
We-Make-Money-Not-Art.com

## technical knowledge

software	programming
Dreamweaver	Actionscript
Fireworks	CSS
Flash	HTML
Illustrator	Wiring
InDesign	
OmniGraffle	
Photoshop	
Premiere	
Visio	

## references

Available upon request

# yahoo! go 2.0

mobilizing key y! services



In 2006, Yahoo! began an ambitious push into the mobile sector. Unsatisfied with the capabilities of the mobile web, it decided to build its own rich java client. Working very closely with Y! mobile engineering teams, Fjord's London office provided the design expertise and muscle to bring the java client to market.

Working in London and for an extended period on-site with Y! mobile engineering in Hamburg, I was responsible for working out the gritty details of adapting Y! services such as Flickr, Maps, and Email to the mobile context. This work included the challenge of ensuring the design supported a variety of device resolutions \capabilities and working iteratively, navigating around problems discover by engineering teams as they built a client/server platform to support 175+ handset models from Nokia, Motorola, Blackberry and Samsung.

my role

UI Design support for:

- » Flickr
- » RSS News Reader
- » Maps
- » Email

employed by  
Fjord

image (above) courtesy  
Yahoo! - Service de presse



sample wireframes  
detailed specification samples  
available for review in face to face  
meetings.

# skype

porting the popular VoIP client to the Nokia n800



Prior to the launch of the n800 internet tablet, Skype and Nokia asked Fjord to design the first iteration of the VoIP service's client application. Over the course of 6 weeks, a small team consisting of a Senior Designer and myself (a middle weight at the time), set about porting the design of Skype's desktop client for the n800's form-factor and capabilities.

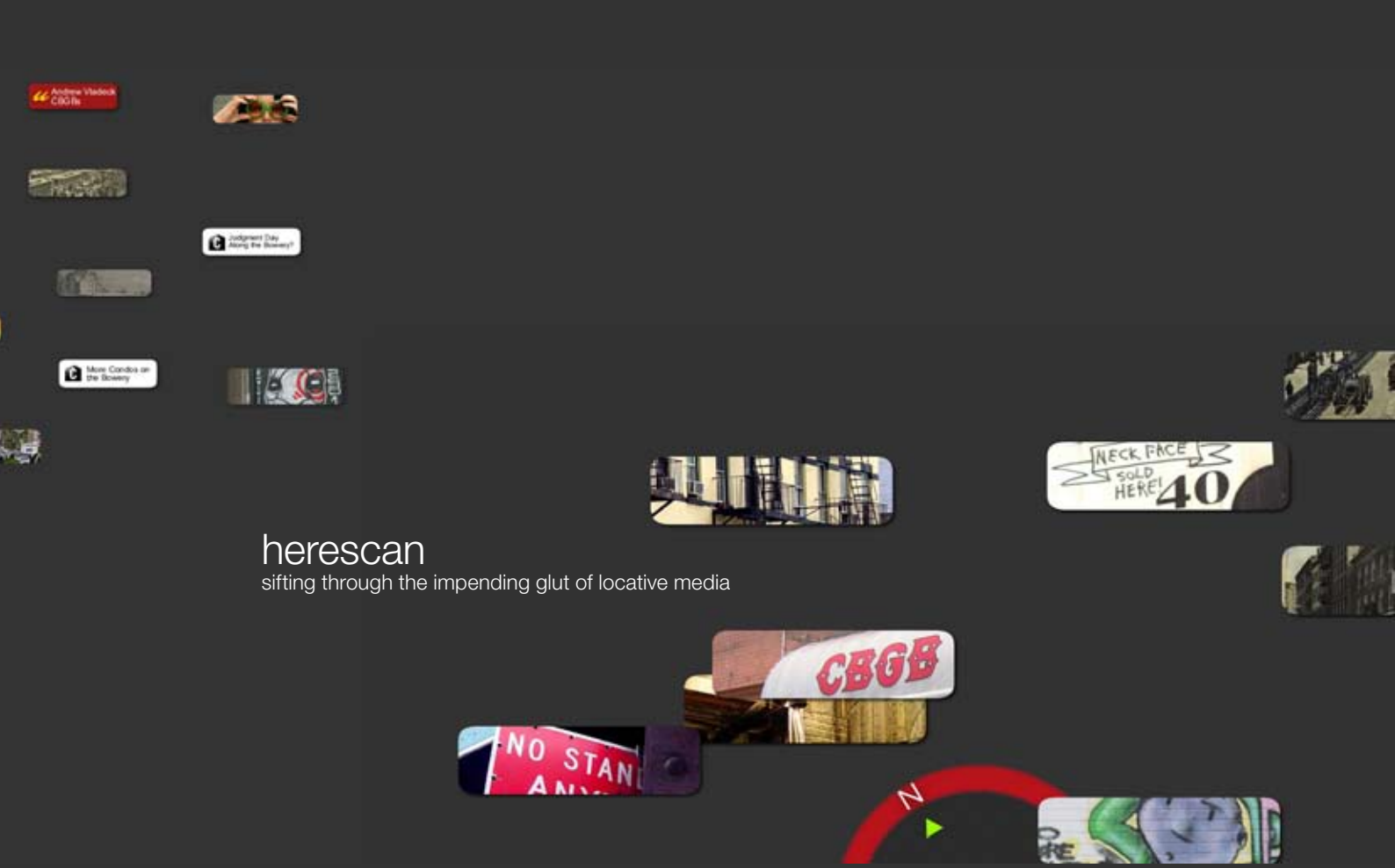
my role  
Ui design

employed by  
Fjord

In addition to being mindful of Skype's branding, look, and feel, the n800 client also had to support user input via both a stylus and touch.

images courtesy  
[scisim.com/nokia-n800-with-skype/](http://scisim.com/nokia-n800-with-skype/)





# herescan

sifting through the impending glut of locative media

Herescan is the final iteration of a year-long exploration into mobile interfaces for the discovery of location-based media.

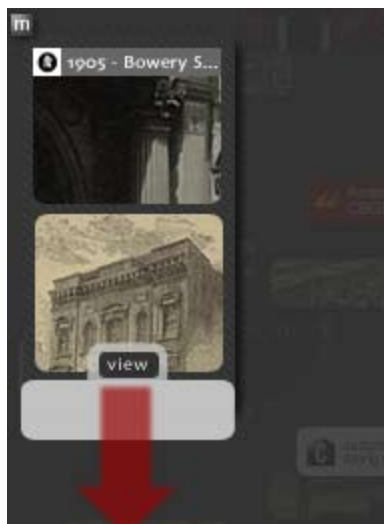
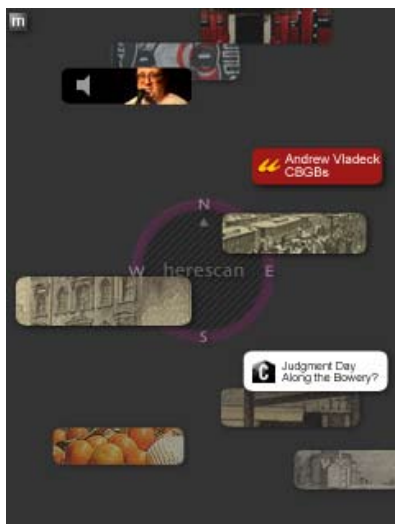
From advertising to gaming, art projects to civic services, we will soon see pockets within our cities exploding with multiple, overlapping content services.

Herescan is designed for urban explorers — individuals looking to sample the full range of experiences their surroundings can provide. By employing a wander, discover, and train model, it slowly learns about your tastes and begins suggest content and services to you. While moving through town, the system serves up a fresh perspective on your everyday environment based on geotagged news clips, archival photos, videos and audio recordings found across the web.

my role  
 Concept Development  
 Interface Design  
 Flash Animation

advisors  
 Fabio Sergio  
 Jan-Christoph Zoels

casting a wide net (above)  
 If you're already on the map, do you need to see it? The Herescan interface is designed to passively search for GeoRSS feeds in the vicinity and present quick previews that users can dive into.



gestural history  
 Having dived into a feed, Herescan employs a gestural interface. Drag up/down to move between years and left/right to browse within years.

# the tactophone

getting a feel for the media around you



As an experiment into peripheral awareness, the Tactophone engages your sense of touch in the search for locative media and services.

Current mobile awareness models lack granularity. In looking for a new method for engaging pedestrians as they navigate crowded streets, the Tactophone takes advantage of a sensory system rarely occupied when we are walking — our sense of touch.

The hand is remarkably adept at recognizing shapes, and more so at detecting changes in shape. Based on user research into the way individuals identify tactile stimuli, Oren Horev and I developed a mobile concept around the idea of “tactons” or tactile icons. Imagine tactons as a very chunky form of braille, capable, with very little training, of letting us feel the back of our phones to determine the types of locative media that “float invisibly” around us: images, events, audio content, etc.

The Tactophone is designed to work alongside Herescan. As you move down the street, Herescan identifies geotagged media that may be of interest. Having found something nearby, a tacton is generated and moves across the phone’s surface. By simply holding the back of the phone against your palm, you can begin to understand how your current position relates to the position of geotagged media sets around you.

## my role

Concept Development  
Scenario Development  
Video Editing

## partners

Oren Horev

## the homunculus (below)

The homunculus visually describes the body’s most sensitive receptors. What we see here is that the hands are disproportionately important given their actual size.





**biblioclub**  
a social networking tool for libraries

Increasingly, commercial institutions compete with libraries for our attention. To maintain their “marketshare,” libraries in recent years have begun to diversify their offerings, from providing movies and music, to organizing special events, and in some cases even providing cafes. While these offerings broaden a library’s ability to act as a communal resource, as of yet, they provide little in the way of supporting spontaneous communal behavior. Biblioclub provides libraries with a dynamic platform for introducing patrons to each other.

my role  
Concept Development  
Scenario Development  
Interface Design  
Video Prototyping

partners  
Chia Ying Lee  
Nicholas Zambetti

Our plan for facilitating communal behavior in the library is comprised of three major components: opt-in profiling/match making, informing users of each other’s presence, and providing spaces within the library for meeting. The experience is comprised of a series of mobile, web and in-library touchpoints that pull library patrons into Biblioclub and provide them with icebreakers to help them get a conversation going.



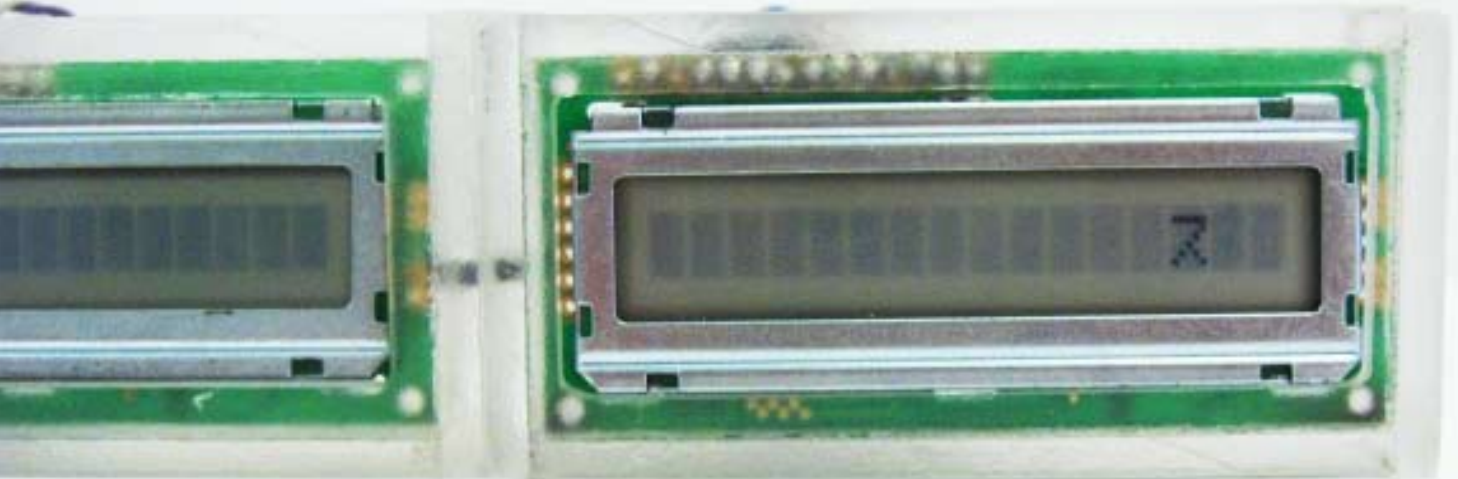
pulling the public in  
Based on several days of experience prototyping exercises (above), we set out to develop the full Biblioclub experience.

We devised multiple touchpoints beginning with this web/kiosk interface (left) for user registration and profile management.

The site was also designed to pull outsiders into the library from their homes. Upon arriving at the site, users are able to see meetings that are currently occurring in the library.

# xBlocks v1

building blocks with a living surface



Imagine a physical building block system inhabited by creatures that react to the worlds you create for them. What kind of play experiences might that lend itself to?

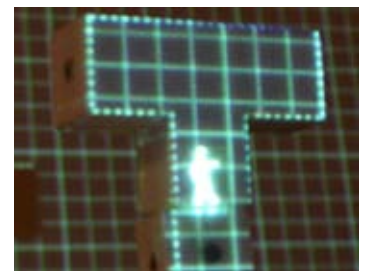
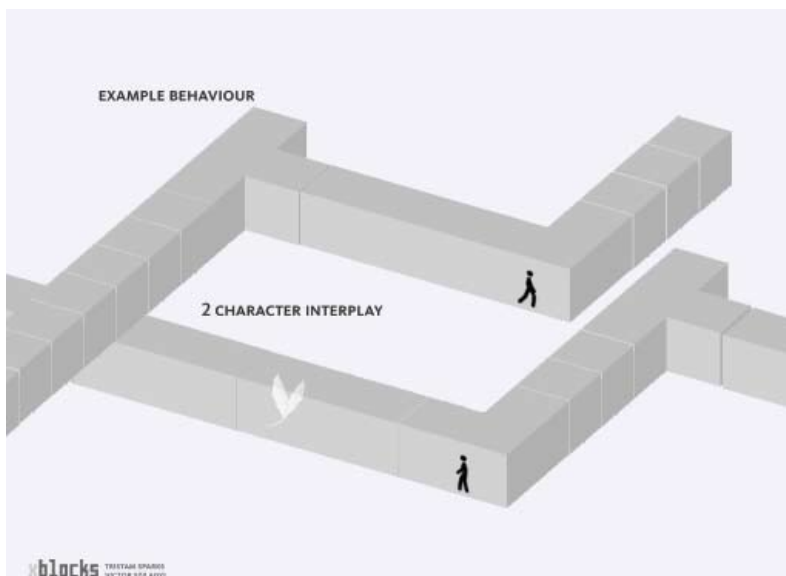
xBlocks began as a play concept developed for toy maker Mattel, as part of that company's Play Experiences for the Next Generation graduate design school competition.

As a platform for play, there are several ways in which xBlocks can branch out to engage multiple target markets. Because the blocks themselves are simply digital containers, they can be used in a myriad of genres. Over the course of the month long workshop, we developed a range of open-ended play experiences and gaming concepts for single player and multi-player scenarios.

my role  
Concept Development  
Flash Development (Actionscript)  
Electronic Prototyping (Wiring)

partners  
Tristam Sparks

want to know more?  
<http://www.xblocks-game.com>



# xBlocks red vs. blue

video games that live outside the box



As an installation, xBlocks merges video game play and physical environments. Using standard game controllers, players must help their characters navigate in and around a three dimensional maze, battling against an assortment of monsters and racing against each other. The real challenge comes, however, not from traditional game mechanics but rather from the fact that you must move with your character as he whips around corners and jumps between the installation's play surfaces.

xBlocks began as a play concept developed for toy maker Mattel, it has since been showcased at the Salone del Mobile 2006 in Milan. The installation has also been featured on a variety of online outlets including: MAKEblog, Boingboing, Engadget, Kontaku, and We-Make-Money-Not-Art. xBlocks has also been featured in print publications, including Germany's Gee Magazine and Italy's CasaMica.

my role

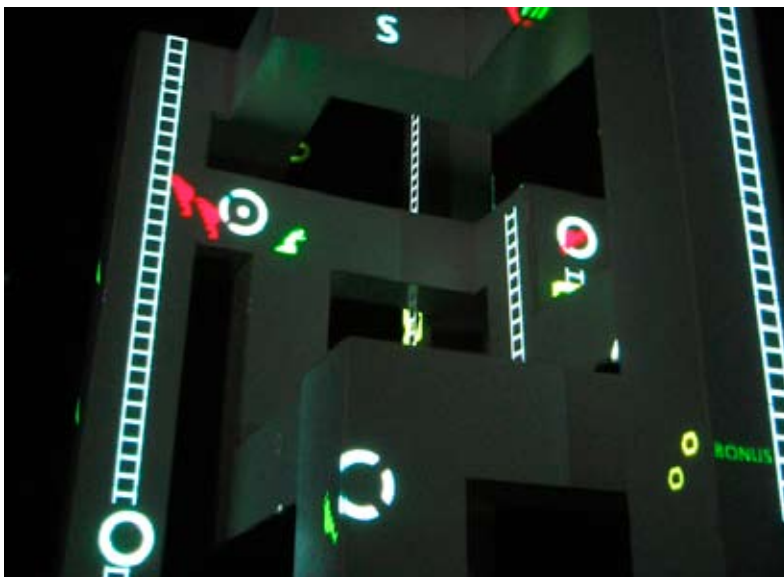
Concept Development  
Flash Development (Actionscript)

partners

Tristram Sparks

want to know more?

<http://www.xblocks-game.com>



# experience murals

creating a city-wide visual dialogue



Experience Murals explores how a typically person to person medium like MMS can be augmented to create a dialogue across a city. Proposed for the 2006 Winter Olympics in Turin, Italy, the project asks: How might local residents introduce visitors to Turin? How might they actively engage with visitors even if they can't be part of official Olympic events?

Experience Murals provides city residents and visitors with a lens into the invisible dialogue buzzing around us in the form of cellular traffic.

As participants send content to the network, their submissions appear on installations deployed throughout the city. At the same time, participants receive an image or text message based on the same theme. Through this visual dialogue, a new way to explore the city is created for both the residents of Turin and those who visit it.

my role  
Concept Development  
User Research  
Graphic Design

partners  
Gari Iruretagoiena  
Pei Yu



visualizing the dialogue  
Several visualizations were explored. In the one seen here, we wondered what it might look like if images were scaled according to their popularity.



# localHistories

leave your story after the beep

localHistories began with a question: if mobile phones and voice mail systems make it possible to retrieve your messages from anywhere, what's the use of an old answering machine? What if you could leave a message for a place instead?

Using small modules that can be hidden in and around a locale, we imagine that our history nodes as points from which an "invisible cocktail party" emerge.

As participants dial into the system to deposit stories, each node becomes active. The nodes play all available stories simultaneously at low volume- in essence, replicating the audio qualities of a cocktail party. When visitors move near a particular node, the system isolates a story and brings it up to an audible level, just as moving closer to a speaking partner in a crowded room does.

my role  
Concept Development  
Wiring Code  
Actionscript  
Story Collection  
Sound Editing

partners  
Michael Albers



a node hidden in the field  
How do you rapidly prototype camouflage? Each node is housed in a reflective acrylic. They to simply disappear in almost any environment.





## the jewish museum broadcast archive

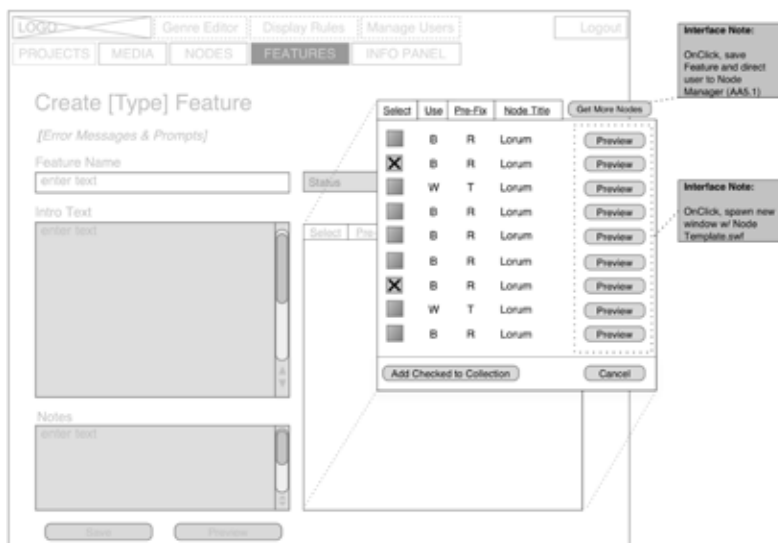
10,000 hours of radio and television dedicated to jewish culture and history

The broadcast archive within New York's Jewish Museum, provides visitors with access to a growing digital library of radio and television programs. Spanning the decades, the archive contains ten thousand hours of programming related to Jewish culture and history from the golden age of radio to the present day. It includes an incredibly diverse set of content, from "The Trial of Adolf Eichmann" to "The Rugsrats Chanukah Special." Dotsperinch developed the archive management and delivery platform that allows the museum to place these diverse assets in context with the exhibits and special events that visitors come to see, learn from and reflect upon.

Beyond the archive's standard record management functions, the system allows the museum to pepper the presentation of the archive with a variety of supporting elements, such as production stills and transcripts. It also allows curators to create clusters of programs to illustrate concepts within key exhibitions, current events, and holidays.

my role  
 Stakeholder Interviews  
 Functional Specifications  
 Information Architecture  
 200+ UI Templates  
 Data Migration  
 Quality Assurance

employed by  
 Dotsperinch



ARCHIVE

STORIES

ADD A SOUND

ABOUT

FOR EDUCATORS

STORY OF THE DAY: WALKING HIGH STEEL

## SONIC BROWSER

TIMELINE

SonicMemorial.org is an open [archive](#) and an [online audio installation](#) of the history of The World Trade Center. We are continuing to collect stories, ambient sounds, voicemails, and archival recordings to tell the rich history of the twin towers, the neighborhood and the events of 9/11.

Led by NPR's Lost & Found Sound, The Sonic Memorial Project is a cross-media collaboration of more than 90 independent radio and new media producers, artists, historians, and people from around the world who have contributed personal and archival recordings. To date, we have gathered more than 1,000 contributions, many of which have been woven into feature stories by Lost & Found Sound and broadcast on NPR.

Please help us build this historical archive by calling the Sonic Memorial Phone Line (1-877-894-8500) or by [uploading your sounds](#). SonicMemorial.org will remain open to the public for years to come thanks to the generous support of the September 11 Digital Archive.

SonicMemorial.org is produced by Picture Projects and dotsperinch in collaboration with Lost & Found Sound.

## npr's sonic memorial project

remembering the life and times of the world trade center

Major funding provided by  
The Corporation for Public Broadcasting

Part of the Library of Congress' first digital collection, National Public Radio's Sonic Memorial Project brought together radio producers, artists, historians, and archivists to collect and preserve audio traces of the World Trade Center, its neighborhood and the events of 9/11. Though the radio documentaries have not been broadcast in several years, this archive of sounds and stories continues to grow via the web and a toll-free number where individuals continue to deposit their memories of the Twin Towers.

Behind the site's public face lies the archive administrator - a collaborative platform that allows archivists, site producers and interns to review, catalog and manage new and existing assets.

Using a hierarchical workflow model, the administrator makes it possible for producers to delegate the work of reviewing and cataloging submitted audio files to subordinates.

- my role
- Admin Process Flows
- Admin Wireframes
- UI Templates
- User Guide

employed by  
Dotsperinch

- awards
- Peabody Award
- SXSW Best Audio Site

Admin Only						
<a href="#">Manage Users</a>	<a href="#">Manage Keywords</a>	<a href="#">Manage Sound Units</a>	<a href="#">Add A Sound Unit</a>			<a href="#">Log-Out</a>
Blank Sound Unit Form- AD-4						
[Task Messages]						
Quick Search: <input type="text"/> <input type="button" value="Search"/> <a href="#">Advanced Search</a>						
Page: <a href="#">1</a> <a href="#">2</a> <a href="#">3</a> <a href="#">4</a> <a href="#">5</a> <a href="#">6</a> <a href="#">7</a> >>						[# of # Records]
Status	Permission	Browsable	Author [Last, First Name]	Title	Source	Type
Done	Deep Archive	Y	Smith, Abe	Lorum Ipsum	Interview	
TBD	Deep Archive	N	Smith, Bob	Lorum Ipsum	Video	
InProgress	Deep Archive	N	Smith, Carl	Lorum Ipsum	Email	
Done	Deep Archive	Y	Smith, Dave	Lorum Ipsum	Video	
InProgress	Deep Archive	N	Smith, Frank	Lorum Ipsum	Vmail	
InProgress	Deep Archive	N	Smith, George	Lorum Ipsum	Video	
InProgress	Deep Archive	N	Smith, Harry	Lorum Ipsum	Unknown	
InProgress	Deep Archive	N	Smith, Jim	Lorum Ipsum	Unknown	
InProgress	Deep Archive	N	Smith, John	Lorum Ipsum	Unknown	
Done	Deep Archive	Y	Smith, Sam	Lorum Ipsum	Video	
Page: <a href="#">1</a> <a href="#">2</a> <a href="#">3</a> <a href="#">4</a> <a href="#">5</a> <a href="#">6</a> <a href="#">7</a> >>						

managing the archive  
Keeping up with the backlog of submissions in any number of formats made for one of the top challenges in designing the Sonic Memorial Project's admin system.

The problem was solved using a tiered system of permissions and workflow stages that allowed staff members review and catalog entries over time without fear of losing track of assets or making them publicly accessible before they were ready.

# building-america.org

celebrating america's achievements in architecture and engineering



## BUILDING AMERICA

Building America explores the broad scope of U.S. achievement in architecture, design, engineering, construction, planning, and landscape architecture. Hundreds of images showcase highpoints in American building, from the U.S. Capitol to the Empire State Building, as well as places like shopping centers, offices, and suburban homes where many live their daily lives.

[Launch Building America](#)



system requirements

This site requires [Flash 5](#).

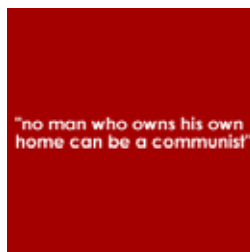
Featuring exhibitions drawn from the National Building Museum's digital archives, Building-America.org is a rich media presentation of America's achievements in architecture and engineering. The site includes a retrospective of building trends, essays on the art and science of building, and audio clips featuring Frank Lloyd Wright on his career and the nature of architecture.

In order to bridge the gap between Building-America's dynamic environment and that of its static mother site (NBM.org), key visual qualities (color, geometry, animation) were selected from both sites. The resulting landing page creates a unique transitional point that fuses the two identities, cuing visitors to their relationship.

my role  
Landing Page Design  
Banner Ad Design  
CMS Documentation

awards  
A.A.M MUSE - Silver 2003

employed by  
Dotsperinch



victor  
szilagyi

interaction designer &  
user experience strategist

