

# Cheryl N. Platz

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Portfolio: <http://portfolio.cherylplatz.com>  
Writing: [Medium](#) and [Blog](#)  
LinkedIn: <http://www.linkedin.com/in/cherylplatz>  
Twitter: [@FunnyGodmother](#)  
MobyGames: [Click here](#)

*A uniquely creative design leader and innovator with deep experience in complex system and service design, multimodal user interfaces, conversational user interfaces, AI, facilitation, and storytelling. Fearless in the face of complexity.*

## Recent Experience

### Bill & Melinda Gates Foundation

HUMAN CENTERED DESIGN (IT)

As the principal of our Productivity & Collaboration pillar, drive improvements **technology strategy** at the foundation on topics like **digital collaboration and knowledge management**. Created ethnography-driven strategic recommendations and service designs that directly led to the foundation's pandemic preparedness regarding remote collaboration in 2020. Driving user research, ideation, & design for the foundation's new Knowledge Management initiative. Manage UX resources and Agile backlog, serve on steering and strategy committees. Singlehandedly created designs and UX spec for site aggregating info from 6+ sources.

### Microsoft

BUSINESS APPLICATIONS GROUP

As Design Lead for the new cross-product **Power Platform Admin Center**, drove the design of a portal unifying 4 disparate administrative experiences across PowerApps, Flow, & Dynamics. As Design Lead for **Azure and the Azure Marketplace**, developed and evangelized design guidelines used by over 70 Azure portal partner teams - and designed the Jan 2017 relaunch of Azure's cloud e-commerce site and a major update to sister site AppSource.com. Design leader for pre-production and alpha launches of conversational AI authoring tool **Dynamics 365 AI for Customer Service**, including storyboarding, concept work, information architecture.

### Amazon

ALEXA VOICE USER INTERFACE TEAM

Designed and delivered the cross-product **Alexa Notifications system**, including a new device-agnostic interruption model, VUI for retrieving notifications, and the Do Not Disturb feature. Collaborated with the **Echo Show platform** team on a new cross-product taxonomy for multimodal Alexa interactions, and the integration of notifications into our first deeply multimodal device. Represented Amazon voice design during major 3P engagements, including Sonos and Ford.

### Amazon

ENGAGEMENT DESIGN GROUP

As the **first designer on the Echo Look project**, conducted research and created storyboards to drive product vision from initial concepts to product proposals and eventual funding approvals from CEO Jeff Bezos, Devices VP David Limp, and other stakeholders. Drove Speech and voice UI for the Echo Look through concept and product definition phases. Researched, designed, prototyped, and authored final business and hardware requirements.

### Ideaplatz, LLC

DESIGN EDUCATION & CONSULTING

As sole proprietor of a [boutique design consultancy](#), deliver design education internationally via workshops and talks to clients including BMW Group, Microsoft, and Facebook. Provided expert guidance under NDA to companies pursuing conversational UI. Self-published Alexa skills including 2 recognized as top skills by usage.

### Principal UX Designer

DECEMBER 2018 - PRESENT

### Principal Designer

AUGUST 2016 - OCTOBER 2018

### Senior UX Designer

OCTOBER 2015 - JULY 2016

### Senior UX Designer

SEPTEMBER 2014 - OCTOBER 2015

### Principal and Owner

AUGUST 2017 - PRESENT

## Skills

Agile development/design  
Brainstorming & ideation  
Cognitive walkthrough  
Content design & strategy  
Contextual inquiry  
Design systems  
Ethnographic research  
Flows & diagrams  
Graphic design & print work  
Heuristic evaluation  
Information architecture  
Interviewing  
Journey mapping  
Prototyping (functional)  
Service design  
Storyboarding  
Surveys & diary studies  
Typography  
Usability studies  
Web design  
Wireframing  
Workshop design  
Workshop facilitation  
Visual design

## Tools & Languages

Azure & AWS  
Adobe Illustrator  
Adobe Creative Cloud  
Basalmiq  
C, C++, C#  
CSS & HTML  
Dovetail, Delve  
Figma, Sketch, Adobe XD  
Java & Javascript  
MS Office  
MURAL, Miro  
Node.js

# Talk & Workshop Highlights

[KEYNOTE](#) **Opti-Pessimism: Design for the best case, build for the worst**  
*Interaction Latin America 2019, UX Scotland 2019, DEVit 360 2018*

[TALK](#) **The Future of Voice**  
*Amuse UX 2018, UX London 2018, Microsoft Research, Webdagene 2017*

[TALK](#) **Collaborative Creativity with Improv**  
*DesignOps Summit 2018, TEDxSeattle Women 2019*

TALK **New Solutions to Old Problems: VUI Design**  
*UX Days Tokyo 2019, UX Days Seoul 2019, An Event Apart Chicago 2019*

[TALK](#) **From Blank Page to World Stage**  
*Interaction 18, Design Matters 2017 (Copenhagen)*

WORKSHOP **Giving Voice to Your Voice Designs**  
*UX Days Tokyo 2019, UX Days Seoul 2019, UX Week 2017, Interaction 17, UX Lisbon 2017, UX London 2018, EuroIA 2017, Webdagene 2017*

## Additional Experience

**Microsoft** **Senior UX Designer**  
OPERATING SYSTEMS GROUP SEPTEMBER 2012 – SEPTEMBER 2014

Lead designer on multiple **Windows Automotive** systems and features: voice UI, shell design patterns, and notifications. On the **Cortana team for Windows 10**, designed multimodal experiences features on desktop and phone including inline correction of speech input, meeting scheduling, messaging, and email. **Granted US Patent: [Post-Drive Summary with Tutorial](#)**

CLOUD & ENTERPRISE DIVISION NOVEMBER 2007 – SEPTEMBER 2012

Designed graceful solutions for IT products that manage hundreds of thousands of devices and objects, both on-prem and in the cloud. One of two designers on the massive 4-year **System Center Configuration Manager 2012** project. Feature design for **Windows Intune Wave C & D**.

**Amaze Entertainment** **Producer**  
GRIPTONITE GAMES STUDIO NOVEMBER 2004 – NOVEMBER 2007

Directly responsible for management & creative direction of Game Boy Advance and Nintendo DS dev teams of 8 – 15 artists and developers with budgets ranging from \$750,000 to \$1.85 million. Responsibilities included game design, project management, client relationship management, usability testing, and writing. **Shipped titles: Disney Friends DS, Pirates of the Caribbean At World's End (DS), Pirates of the Caribbean: Dead Man's Chest (GBA/DS), The Chronicles of Narnia (GBA)**

**Electronic Arts** **Assistant Producer**  
MAXIS STUDIO MAY 2003 – NOVEMBER 2004

Managed daily publishing, production, and, design tasks. Liaison between production, testing, and external developers. Supervised localization & ESRB submissions. Press tours. Wrote original in-game text for multiple games. **Shipped Titles: The Sims: Makin' Magic (PC), The Sims Bustin' Out (GBA, XBOX/GC/PS2), The Urbz (GBA, Nintendo DS launch title, XBOX/GC/PS2)**

**Walt Disney Parks & Resorts** **Interaction Designer**  
DESTINATION DISNEY ON-SITE SUMMER 2002

Designed and prototyped an interactive resort TV system. Coded several network apps for Walt Disney Imagineering as part of the first prototypes of Disney's PhotoPass system.

**MAYA Design** **Interaction Designer (2001, 2002)**

## Education

**Carnegie Mellon University**  
BACHELOR OF SCIENCE (B.S.)  
Computer Science &  
Human-Computer Interaction (2002)

*Andrew Carnegie Scholar: 4-year scholarship awarded to top 1% of admitted students*

**Carnegie Mellon University**  
GRADUATE STUDY (no degree)  
Entertainment Technology Center  
(2002-2003) GPA: 3.73

## Books

[Design Beyond Devices:](#)  
*Creating multimodal, cross-device experiences*

BY CHERYL PLATZ  
*Published by Rosenfeld Media*  
[Read a sample chapter](#)

## Top Publications

[Pretty Please, Alexa](#)  
Medium Featured Story

[Voice User Interface Design: New Solutions to Old Problems](#)  
Microsoft Design @ Medium

[A Conversational Design Primer](#)  
Medium Recommended Story

[Why Pokémon Go Will Have Incredible Staying Power](#)  
Forbes.com

[What is UX Design?](#)  
Huffington Post