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## **Microsoft — Redmond, WA | 2022 – Present**

Lead and develop a global, multi-disciplinary team of designers and researchers shaping the future of enterprise workplace platforms across digital and physical environments. Partner with cross-divisional Engineering, Product, and Business VPs to own strategic planning, resource allocation, and design operations. Translate senior leadership goals into actionable, data-backed product experiences while fostering an inclusive, high-performing culture focused on operational excellence.

### **Key Accomplishments:**

#### **AI-First Research & Design Operations**

- **Reduced Discovery Cycles Via AI:** Pioneered an AI-first product discovery loop, leveraging generative AI to rapidly prototype and test concepts in high-fidelity environments, radically accelerating validation and eliminating downstream engineering churn.
- **Unlocked Operational Capacity:** Directed an AI-first platform redesign for operational and ticketing workflows, utilizing natural language input and role-aware access to unlock 16,400+ hours of annual operational capacity.
- **Drove Automated Workflows:** Spearheaded AI-assisted automation initiatives supporting 163.5K items/month, contributing to an additional ~7.5K hours saved in monthly operational overhead.

#### **Platform Adoption & Strategic Partnerships**

- **Scaled Complex Enterprise Platforms:** Led UX strategy and cross-functional alignment for the MyHub mobile framework, successfully scaling platform adoption to over 17K monthly active users and 163K sessions post-Return to Office (RTO).
- **Accelerated 0-to-1 Product Delivery:** Partnered with engineering and platform architects to deliver the Global Events Management (GEM) planning module from concept to implementation-ready design, supporting 65K+ annual events with a projected 50% reduction in planning cycles.
- **Blended Ecosystem Design:** Influenced the end-to-end product design direction for the Microsoft Places ecosystem (mobile, web, and physical touchpoints), delivering the first Public Preview and orchestrating the transit, kiosk, and dining experience strategy for the Redmond East Campus rollout.

#### **Governance, Telemetry & Operations**

- **Established CX Telemetry:** Integrated UX tracking into annual planning, introducing System Usability Scale (SUS) metrics to drive data-backed feature negotiation and reduce downstream churn.
- **Ensured Enterprise Compliance:** Implemented an embedded accessibility strategy ensuring a high-quality, fully WCAG-compliant V1 launch of Places Mobile.
- **Industry Engagement:** Represented corporate platform strategies at Realcomm, aligning commercial industry trends with internal product directions.

#### **Team Leadership & Capability**

- **Elevated Team Health:** Engineered a feedback framework that improved thriving ("Signals") scores by 6 points and raised favorability by 31% with a 92% response rate.
- **Developed Leaders:** Accelerated designer and researcher autonomy through coaching and accountability scaffolding, supporting six team promotions across FY24/FY25.
- **Built Cross-Functional Literacy:** Launched a product education series for PM, Engineering, and Project teams to align vocabularies and accelerate sprint velocity.

## Professional History

### **Philips**

Bothell, WA

*Head of Design / Business Design Lead – Emergency Care / 2019 – 2022*

*Senior Product Manager / 2018 – 2019*

Led a global team of 9 designers across 4 geographies in a matrixed, cross-functional organization. Drove all Experience Design (Industrial, Interaction, Human Factors / Usability, Service Design) for a \$45M R&D program. Led the XD development of a next-generation Automated External Defibrillator. Achieved 3 FDA 510k medical device clearances. Built the team from 3 to 9 in two years across global sites.

Working with regulatory partners and the FDA, helped set industry standards for validating the usability design of AEDs across the market. Conducted extensive generative, formative, and summative usability testing through a User Centered Design process, resulting in life-saving innovations in CPR and AED harmonization protocols and devices. Collaborated with internal and external partners to create a public responder team, driving new scalable business models for revenue generation.

Created Augmented Reality solutions with external technology leaders. Led sustainability and circular economy roadmap planning. Partnered with UW Bioengineering School to develop design thinking in the engineering pipeline. Established a “Voice of the Customer” process as critical design input.

### **Philips Design**

Eindhoven, Netherlands / 2015 – 2018

*Design Business Lead – PerformanceBridge / Radiology Solutions*

Led a multidisciplinary team in designing end to end cloud-based performance management applications for hospitals to manage equipment and analyze operational metrics. Co-created a strategic direction to transform the business from a “break-fix” model to a solutions-minded model. Created a common infrastructure framework to build business relationship consistency across modalities and units. Embedded a user-centered design focus into the business’ work process.

Led team of internal and external design researchers, writers, and illustrators to develop an envisioned customer journey through the entire lifecycle of a product. Increased scope of Design’s work three-fold. Built networks across internal and external expert teams, including Mayo Clinic researchers, Bellevue, Seattle, Kent, and Everett fire and police departments, and local corporations.

## Professional History

### **Philips**

Bothell, WA / 2006 – 2015

*Senior Design Consultant – Emergency Care and Resuscitation*

Worked with a multidisciplinary team in the design of the award-winning Philips HeartStart Defibrillator (AED). Brought two releases to market in a heavily regulated environment, delivering 510K submissions. Championed and implemented life-saving pediatrics protocol changes and carry case, timing, and voice prompt revisions. Managed budgets and resources for the Seattle Design team. Led a new software implementation to save a large scale deal with a major client. Negotiated inclusion of the design process in the business's Product Realization Process. Collaborated with the FDA and AED industry leaders to write a Technical Information Report on guidance for performing FDA submission design validation testing.

Collaborated on research projects with key opinion leaders from the University of Washington, King County, and the Mayo Clinic. Led initial concepting efforts to create a low-cost/widely-distributed AED model. Significant intellectual property contribution, evidenced by multiple patent submissions.

Managed all user testing for AED development, including FDA validation testing. Performed more than 500 user tests. Created and implemented an online user testing website to allow for distributed, large-scale effort to include an option in sales contracts for users to give direct feedback on device usage and experience, vastly enhancing our user feedback and testing network. Designed and facilitated testing protocols, identified and coordinated test subjects, and analyzed and reported data.

### **IBM**

New York and North Carolina

*Art Director, ibm.com / 2002 – 2003*

*Design Specialist, IBM Corporate Identity / 2000 – 2002*

*Interface Designer, IBM Software Group / 1998 – 2000*

- Helped determine, plan, and implement new strategic direction for ibm.com user experience.
- Designed a system for consistent delivery of sales content across ibm.com, improving usability and customer follow-up.
- Managed identity assets and standards, monitored compliance, and provided art direction and creative leadership of design projects across IBM.
- Responsible for the consistent visual identity of WebSphere Site Analyzer, including product imagery, interface guidelines, task flow prototypes, and icons.
- Collaborated with IBM Research Team to build a visual representation of data to allow intuitive browsing of large data sets.

### **kor Group**

Boston, MA / 1996 – 1998

*Visual Designer*

Responsible for design and production of print collateral, interactive media, environmental signage motion graphics. Learned the fundamentals of graphic design and visual communication; identified opportunities for web design and other interactive media business.

## Teaching

### **University of Washington, Seattle, WA**

*Adjunct Professor*

Taught classes in interaction design, information architecture, web design, and video storytelling. Developed course materials, methods, and procedures. Created an engaging atmosphere to promote collaboration, creativity, and leadership skills. Mentored students on coursework and senior projects.

### **Rhode Island School of Design, Providence, RI**

*Winter Session Teacher; Teaching Assistant*

Taught sophomore typography including the basics of grid, structure, proportion, and composition. Developed lectures and student assignments. Provided studio critiques, led discussions, and graded project assignments.

## Education

### **Rhode Island School of Design**

MFA Graphic Design (High Honors) / 2005

My thesis explored ideas of using rhythm and our senses as a way to create more human focused interactions. Rhythms, such as traffic lights, our heartbeats, and the sun moving across the sky form the infrastructure and undercurrent of our lives. Because the human mind, in particular the subconscious, is highly attuned to rhythms, we can tap into and engage with them to connect more fully with our surroundings. Rhythms are both natural and artificial, and can provide moments of pleasure as well as more pragmatic applications of interaction.

### **University of Massachusetts – Dartmouth**

BFA Graphic Design & Typography / 1996

Studied the theory and practice of visual communication, learning from master typographers, architects, and historians. I was nominated by my peers to represent them at a student graphic design conference in Chicago. In my senior project, I designed a museum exhibit on the science of proxemics, including the exhibit materials and design, physical space layout, and signage.

Patents, Awards,  
Presentations

**IBM**

- Visually browsing product information with a modified parallel coordinate system
- Method and system for navigating between applications, documents, and files
- Method and apparatus for object kerning

**Philips Healthcare**

- Carrying case with improved access for defibrillator and accessories
- Carrying case for defibrillator with improved latch
- Carrying case for defibrillator and accessories
- Peel and stick CPR assistance device
- Carrying case for defibrillator with integrated button tester
- Carrying case handle for defibrillator and accessories
- Analyze option button for an automated external defibrillator (AED) with dual ECG analysis algorithms
- Automated external defibrillator
- Carrying case for defibrillator and accessories including a bracket for a CPR meter
- Pediatric mode key for defibrillator
- Language placard for an automated external defibrillator

**Awards**

- Red Dot Award / Philips HeartStart Intrepid Monitor/Defibrillator with Emergency Care Informatics Suite / 2021
- iF International Forum – Gold Award / HeartStart FR3 / 2009, 2013
- Red Dot Award / HeartStart FR3 / 2009
- Print Magazine Design awards / kor.com

**Conference Presentations**

- “Designing for EMS” World Usability Day, Eindhoven, NL, 2013
- Medical Device and Manufacturing, Philadelphia, PA, 2012
- Healthcare Experience Design, Boston, MA, 2011