Panel: Designing Systems with Emergent Behavior

Tuesday, October 10, 2006
7:00 to 9:30 p.m.
http://www.baychi.org/program/
PARC’s George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:
Panel: Designing systems with emergent behavior

Tim Brown, Ideo; Peter Merholz, Adaptive Path;
Larry Cornett, Yahoo

What is the role of design in web sites like MySpace or games like Second Life? Clearly it’s different than designing products for more traditional web sites. How does the role of design change? Can it even be called “design” in the way that many of us use the word design?

A panel will explore these and related questions.

Tim Brown is president and CEO of IDEO, a world leader in design and innovation. Tim speaks regularly on the value of design thinking and innovation to business and design audiences around the world.

His leadership in design is widely sought in industry, academia, and the nonprofit community. He advises senior executives of Fortune 500 companies on a variety of boards and committees. He is on the Board of Trustees for the California College of the Arts and ZeroOne: the Art and Technology Network.

Tim has led strategic client relationships with DaimlerChrysler, Microsoft, Motorola, Pepsi, Procter & Gamble, and Steelcase. Tim has received numerous design awards, and his designs have been exhibited at the Museum of Modern Art in New York, Axis Gallery in Tokyo, and the Design Museum in London.

In 2004 Tim received an honorary doctor of science degree from Art Center College of Design in Pasadena, California, and in 2005 he was named a visiting professor in design at the University of Northumbria, Newcastle, England.

Tim joined IDEO in 1987 after earning his MA in design from the Royal College of Art in London. He managed IDEO’s San Francisco office from 1990 to 1995, and headed IDEO Europe from 1995 to 2000.

Peter Merholz is president of Adaptive Path, an experience strategy and design firm. Perhaps he is best known for his blog, published since 1998 where he writes about design, business and technology. He is director-at-large for the IA Institute, the leading professional organization for information architects.

Larry Cornett is currently the Sr. Director of Search & Social Media in Yahoo’s User Experience & Design group. Before that, he was a Director of UI at eBay, where his team focused on Tailored Shopping Experiences, Platform, and International. Earlier in his career, he was a designer at Apple Computer where he worked on the Finder, OS, and International software and IBM where he worked on database and development tools. He received his Ph.D. in Human Factors Psychology from Rice University, with an emphasis on Human-Computer Interaction.

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