

JAIREH TECARRO

tecarro@gmail.com | jairehtecarro.com

Experience

Savant Systems UX Lead

07 / 2014 - Present

Designing the house of the future. End-to-end design of experiences that enable users to create and live in a home that is uniquely theirs.

Collaborate and iterate relentlessly to build elegant experiences. Work with firmware, hardware, software, and design teams to build a world where the digital and the physical are indistinguishable.

Jawbone UX Lead

05 / 2013 - 06 / 2014

Internet of Things

Collaborated with a team of designers, engineers, and product folks to concept, prototype and design experiences with the goal of making our end users feel awesome, happier, and healthier.

Part of the team that shipped Mini-Jambox, Era, and their companion app and web management experiences.

Together with a team of four, won first place at the Summer 2013 Jawbone data hackathon for a system that analyzed whether social support (and the sentiment of those comments) correlated with goal adherence and user retention on the UP service.

FleaPop Co-Founder

10 / 2011 - 04 / 2014

Every home can be amazing.

Built a peer to peer marketplace for discovering curated furniture and home decor.

Went from sketches to prototypes to fully working web service with \$2 Million in inventory. Defined, designed, and shipped website and mobile app on iOS.

Barnes & Noble, Inc. UX Lead

06 / 2010 - 05 / 2013

Shipped: 2012 NOOK HD NOOK HD+ Profiles Experience, Magazine Reader 2.0,

Scrapbooking, Out of the Box Experience, Global UX NOOK Reader for web

2011 NOOK Tablet NOOK Simple Touch (Eink) NOOK Reading App for Android -

Tablets NOOK Reading App for Ipad - Library and Reader

2010 NOOK Color

Designing for Nook devices, ereaders, and client applications for iOS Android, and Web.

Lead UX on the Nook HD and HD+ UX Team. Part of the core team that designed the system UI for the "NOOK Simple Touch" - Consumer Report's number one rated E-ink Reader. Part of the NookColor product launch team, the first seven inch "reader tablet" in the market.

Designed Hero Experiences for the recently launched NookHD and NookHD+ including Profiles, and Scrapbooking which was recently featured in our winter ad campaign.

Designed Social Experiences for the NookColor which includes LendMe and NookFriends, enhanced social experiences for reading including Facebook, Twitter, and Contacts integration. Took mainstream social networking features and narrowed it down to features that booklovers will find useful and relevant.
Designed and repurposed existing Android framework for media, video player, and music player.

Nokia
User Experience Designer

01 / 2009 - 06 / 2010

Worked on both Ovi Platforms and Ovi Social Experiences Business Units
Designed for Mobile Web, and Concepted for Maemo, S60, S40 mobile platforms.
Designed cross-canvas flows for cloud based services.

Things I did: Brainstormed and concepted social applications for flagship Nokia devices. Wireframes, flow diagrams, sketches and html/javascript prototypes to rapidly test and iterate on product concepts. Design user studies, recruit appropriate test subjects and run user studies to work in conjunction with an agile development schedule. Full production graphics, interaction prototypes and specs following brand guidelines

Oliso Inc.
Product Designer

07 / 2006 - 11 / 2008

Shipped: Oliso Iron – Time Magazine's Invention of the Year 2006 Home Oliso Frisper – I.D. Magazine's 2007 Most Ingenius Products

I built everyday home appliances that were inventive, useful, and intuitive. I designed and coded our company website, which introduced me to the world of consumer web. I spearheaded user research and ethnographic studies to work in parallel with product development. This work resulted in a rich understanding of our end users which in turn led to the design of product features and improvements that were both novel and highly relevant to users' needs.

Skills

- wireframing
 - Product Design
 - Touch Screens
 - Interaction Design
 - conceptual mapping
 - Mobile Applications
 - Multi-Screen UI
 - User Interface
 - User Experience
 - Mobile Design
 - Information Architecture
 - User Experience Design
-

Education

Stanford University
B.S. , Product Design

2002 - 2006

Graphics Editor at the Stanford Daily Graphics Editor and Editor at Ambidextrous:
Stanford Journal of Design Research Assistant for Professor Jeremy Bailenson at Virtual Human Interaction Lab