

# Howard Schargel

## Interactions | Experiences | Ecosystems

www.whoishow.com | linkedin.com/in/hschargel | howard@schargel.com | 206.587.6000

- Over 20 years of delivering noteworthy, first-to-market technologies as a creative visionary designer in R&D, Skunkworks, Design Labs, Gaming Studios, and Innovation Teams for Fortune 500 companies.
- Provided design oversight for proposals, prototypes, proof of concepts, visualizations and minimum viable products for Microsoft, Nissan, Carnival Corp., Lowe's, Sony Pictures, Chevron, Autodesk, NEC, Philips, and AIG.
- Deep tenure at Microsoft innovating several disruptive products such as HoloLens, Cortana, Kinect for Windows, and Xbox One, plus earlier work creating real-time 3D content for AAA video games.

## PAST TECHNOLOGIES DESIGNED FOR:

*Mixed Reality (MR), Virtual Reality (VR), Augmented Reality (AR), Multi-touch Video Walls, Interactive Kiosks, 10-ft Experiences*

*Artificial Intelligence (AI), Machine Learning (ML), Natural Language Processing (NLP), Conversational User Interfaces*

*Autonomous Driving, Mesh Beacon Networks, Internet of Things (IoT), Wearable Devices Robotics as a Service (RaaS), Haptics*

---

## PROFESSIONAL WORK EXPERIENCE

---

### Tata Consulting Services Interactive – Global consulting agency.....2018 - Present

#### **Executive Creative Director / Principal Innovation Evangelist | Digital Reimagination Studio**

Lead hybrid onsite/offshore cross-functional teams to conceptualize, design, develop, and scale MVPs, interactive prototypes, and PoCs with working APIs for market-leading enterprises. To date, concepted over 25 use-case scenarios in 7 industry verticals for Nationwide, Vanguard, Citi, Cisco, United Airlines, KLM, Bayer, J&J, Wiley Publishing and others.

#### **Field Service Augmented Reality Diagnostic & Repair Technology** *for a Fortune 100 networking company*

- Delivered AR mobile app using Machine Learning and Computer Visioning leveraging live IoT data to offer step-by-step troubleshooting walk-through.

Engage, educate, and win over Fortune 500 executives by introducing strategies on best utilizing XR, AI, and IoT to revolutionize their value offering.

#### **VR Medical Simulation Training & Biofeedback Platform** *for world-leading publisher in education*

- Devised VR prototype experience with EEG, GSR, and eye response monitoring devices as well as voice recognition capabilities to gauge practitioner response to high-stress, chaotic, and empathic work scenarios.

Orchestrate meetings and webcasts with TCS executives and C-suite/VP clients while directing solution architects, designers, and engineers and managing 3<sup>rd</sup>-party content creators and partners.

#### **5G Media Streaming Device Remote Support Technology** *for a European set-top box manufacturer and cable service provider*

- Created multi-phase tech-driven support strategy leveraging real-time 3D, with a proposed AR feature to enable customers to self-diagnose devices by viewing instructions, indicators, and diagram overlays for reconfiguration.

Facilitate multi-day workshops on concepting, product strategy, and rapid prototyping and iteration.

#### **Gamified AR Shopper Marketing App** *for one of the largest supermarkets and grocery chains in the UK*

- Innovated family-friendly, in-store "Digital Collectibles" game using wayfinding, incentivization and contextual-based marketing.

Serve as the go-to SWAT team "fixer" and leader, often turning around projects in the 11<sup>th</sup> hour at critical inflection point to meet contractual deadlines.

### Level 11 Consultants – Agency that designs holistic experiences for connected communities..... 2016 - 2017

#### **Experience Design Architect | Business Development Group**

Partnered with Head of Innovation and Creative Director to construct smart environments at scale on behalf of global clientele such as Carnival Corporation, Global Innovation Exchange, and Yas Island in Abu Dhabi.

#### **Carnival Corporation OceanMedallion Ocean Ready** *for the world's largest leisure travel company*

- Designed new experience for ID badge equipped with wayfinding, RFID, and BTLE working in conjunction with 3,000+ beacons and touch displays on the ship to massively expedite onboarding, mustering and education.

Conducted feasibility studies and built high-fidelity, interactive prototypes to showcase the possibilities of next-gen solutions to Fortune 100 executives.

#### **Global Innovation Exchange Interactive Video Wall** *for alliance b/w University of Washington & Tsinghua University in China*

- Produced multi-touch 30' x 15' video wall creating a highly interactive experience of real-time feeds and schedules of campus events.

Crafted detailed proposals bolstered by product visualizations and demos attracting interest on high-dollar projects.

**Microsoft Corporation** – Iconic technology company .....2000 - 2015**Senior User Experience / Interaction Designer | Analog R&D | 2014-2015**

Designed some of the first commercial experiences for Microsoft Analog R&D Team, leading the way on breakthroughs such as Mixed Reality (including producing the first-ever holograms in the industry), and AI user assistants.

**HoloLens Showcase Experiences – Lowes, PACCAR, Stanford Medical School**

- Delivered first-to-market MR prototype, building real-world kitchen model on which to project images of design finishings linked to real-time pricing.
- Built Mixed Reality PoCs to facilitate curative surgery for Stanford School of Medicine and inform mechanical engineering for a trucking manufacturer.

Developed trusted partnerships with world leading F500 companies and educational institutions to envision the future of the industry and build products that push beyond existing boundaries.

**Cortana User Assistant for Windows Operating system**

- Designed a variety of user interactions and use cases for Cortana voice-controlled assistant driving Windows Accessibility features.

Produced pitches, decks, and prototypes for high-profile Microsoft senior leaders to showcase product capabilities.

**Interaction Designer | Xbox One | 2013-2014**

Led end-to-end interaction design of high-visibility Xbox One feature sets related to external storage, application management, physical and digital bundles, out-of-box experience (OOBE), and user sign-in process.

**Xbox One Features & Components**

- Created patented display screen with GUI, crafted cloud file management interaction model for content publishers, and spearheaded UX design for a highly anticipated and acclaimed External Storage feature.
- Streamlined OOBE user flow as well as sign-in process.

Brought to life some of the most appreciated Xbox features at the time, by way of sketches, storyboards, user flows, and wireframes.

**3D User Experience Design Lead | IdentityMine (Offsite Partner) | 2012-2013**

Leveraged Microsoft's core technologies from Kinect for Windows, Xbox Live, and Windows 8 to innovate groundbreaking consumer experiences for Microsoft partners such as Nissan, NEC, Sony, Home Depot, and Autodesk.

**Nissan Pathfinder Digital Experiences**

- Built 3D demo kiosk using Kinect for Windows (featured at Cannes Lion and NY Auto Show), enabling customers to "switch out" interior and exterior car designs through hand gestures and voice commands.
- Repurposed as a multi-touch application for large format screens

Coordinated cross-functional teams of designers, analysts, and engineers on both the agency side and Microsoft side.

Wrote design proposals, estimated work scopes for pitchbacks, and generated prototypes/experimental applications.

**Microsoft | NEC FieldAnalyst**

- Designed facial and body recognition experience offering contextual recommendations based on age, gender and clustering.

**Lead 3D Designer / Senior 3D Designer | Microsoft Game Studios | 2000-2011**

Conceived of and designed real-time environments and props for several AAA multimillion-dollar game franchises, such as Halo 4, Full House Poker, Turn 10, Forza Motorsport, Train Simulator 2, Project Gotham Racing, and NFL Fever.

---

**CONSULTING WORK**

---

**blacksurface** | 2006- Present

- ➔ Launched Delphi Automotive's "Intelligent Co-Pilot" Autonomous Driving solution featured at CES 2016.
- ➔ Worked with Sirqul (IoT) and Sarcos (Robotics) to create "1st Responder" experience for Robotics-as-a-Service launch.
- ➔ Paired up with SoarTech on R&D of haptic technology integrated into virtual in-field triaging scenarios for US military.
- ➔ Designed VR environments to simulate concussion symptoms to facilitate collegiate/pro athletes' self-diagnoses.
- ➔ Produced 3D content and models for future-forward clients of the world-leading architecture design firm NBBJ.

---

**EDUCATION & OTHER CREDENTIALS**

---

**Bachelor of Science in Industrial Design** | Arizona State University, Tempe, AZ

*Strategic Adviser & Inaugural Seattle Chapter President, International Virtual Reality & Augmented Reality Association (VRARA)*  
*International Speaker & Panelist, Consumer Virtual Reality (CVR) Conference*