

Patricia Adler

Patricia Adler
437 40th Street,
Oakland
CA 94609
USA

+1 347 244 6736
patricia@patriciaadler.com
www.patriciaadler.com

Skills:

Software: Photoshop, Illustrator,
Sketch, SketchUp, Rhino 3D,
After Effects, Final Cut Pro

Programming: Processing
(Java), Arduino (C), Max/MSP
Jitter, Pure Data

Fabrication: Digital fabrication,
Electronic prototyping, Wood
working, Model making

Languages:

German (fluent), French
(moderate), Italian and Spanish
(basic)

EXPERIENCE

Target, SF, Creative Director, New Ventures Sept 2018 - Present

- Setting creative vision and leading design execution for new strategic initiatives, including experiential spaces, in-store pilots and digital prototypes - focusing on understanding visitor needs and behaviors through ongoing testing and iterating

Target, SF, Principal Experience Designer Jan 2015 - Sept 2018

- Concept and creative lead for 'Target Open House', a dedicated IoT retail experience in SF
- Led design of space & interactive exhibits; Metrics from 500K visitors informed org strategy
- Design lead for voice experiences; launched Target's first voice app on Google Home

SapientNitro, SF, Experience Design Manager & Product Lead Jan 2014 - Dec 2014

- Retail strategy & product development for Target, 'Connected Devices & Services' program

Perch Interactive, NY, Product Designer (Contractor) Feb 2013 - June 2013

- Physical product development and UX design for an interactive retail platform

Magnum Foundation, NY, Exhibition Design Lead (Freelancer) May 2012 - May 2013

- Design lead for multiple pop-up immersive multimedia installations

New York University (ITP), NY, Adjunct Graduate Professor Sept 2012 - June 2013

- Developed and taught a graduate class in product design and digital fabrication

Hatch Labs, NY, Product Manager & Design Lead Sept 2011 - Dec 2012

- Co-founder of MOB, event discovery and creation app at IAC's mobile incubator
- Led product from concept to release; UI/UX, managed engineering and marketing teams

EAR Studio, NY, Product Designer (Contractor) May - July 2010

- Designed light installation for facade of National Museum of American Jewish History, PA

MagScapes, London, UK, Co-Founder & Creative Director March 2006 - July 2009

- Invented, patented, manufactured, and licensed 'Magnetic Wallpaper'
- Developed custom designs, and managed team to market, and distribute products

Pepper-mint, London, UK Founder & Creative Director Nov 1999 - July 2009

- Designed and manufactured furniture and lighting products. Retailed through stores and created bespoke commissions
- Clients: The Conran Shop, BBC, Bloomberg, IDEO, ITV, Selfridges

Shows & Exhibitions:

Commissioned installation, The Yard, NY	2013
Augmented Reality art commission, Ventana 244 Gallery, NY	2011
Building Circuits with Organic Materials (Talk and Demo), Maker Faire, NY	2011
Kinetic Sculpture, Geekdown, 92Y Tribeca, NY	2010
Annual Design Shows: Milan Furniture Fair; Designers Block; 100% Design	2000 - 2008

Honours & Awards:

IxDA, Interaction Design Award (Target Open House)	2016
SEGD, Honor Award (Target Open House)	2016
Red Bull Creation, Hardware Hackathon - Finalist	2011
Homes & Garden, Annual Design Award	2005
Living Etc, New Designers Award	2001
Oxo Peugeot Annual Design Awards	2000

EDUCATION

New York University , Tisch School of the Arts, NY, USA	2009 - 2011
Masters, Interactive Telecommunications Program (ITP)	

Kingston University , London, UK	
BA, Product & Furniture Design, including two semesters at RISD , USA	1996 - 1999

Parsons School of Design , Paris, France	
Design Marketing	1995