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Parrish Hanna

Executive Level User Experience, Innovation Strategy & Advanced Design Leader

(macro) Qualifications	Senior level business manager with twenty plus years of organization building, business development, client management, strategic planning, operational management and product & service delivery experience. Accomplishments include:

- Industry leader and pioneer of Experience Design, Interaction Design and Human-Machine Interface philosophy and process

- Establishing, growing and managing Portfolio Strategy, Experience Planning, Research and Physical & Digital Design disciplines within global telecommunications, automotive, consumer electronics, communications and computing companies

- Co-founding and managing an industry defining User Experience firm in the '90s

- Designing and implementing digital business strategies and solutions for many of the Fortune 100

- Serving as a Global Design Advisor to the world's fastest growing consumer electronics firm, Samsung, across multiple divisions including telecommunications, digital media & entertainment, digital appliances, robotics and more

- Defining the future user experience of the automobile and mobility systems - bridging physical and digital interactive design, connected systems, autonomy and more

- Defining and conceptually developing products, services and software experience roadmaps for multiple generations of consumer and enterprise domains

- Founding and managing the primary Auto & Mobility User Experience organization in NA (based in Michigan)

- Innovating and implementing enterprise-wide processes and methodologies

- Frequent industry lecturer and speaker; co-Chair of major industry conferences

Today, Hanna sits in a long, open hangar that feels like an empty car dealership, with full-sized car prototypes shrouded under tarps right outside his office. Hanna hopes that reshaping Ford around the customer experience will quickly change not only how Ford sees its cars, but how it sees itself. If he is right, then a more beautiful product is almost inevitable if you create a more beautiful process.

"Ford's Quest to Remake Itself Into A Master of UX", Fast Company March, 2016

(micro) Transportation & Mobility Experience	

- Oversight of design and development of all physical and digital human touchpoints on Ford and Lincoln global vehicle portfolio – including all component and software design and innovation on global trucks, cars, SUVs, vans, future AVs and more

- Primary strategy and innovation concept contributor to Ford's Blueprint for Mobility (2017) informing the formation of the division and future strategy of the company

- Product development liaison to all company technology roadmaps and next-gen experience strategies (brought-in, beamed-in & built-in) while at Ford; now working in a similar consulting capacity across multiple auto OEMs, tech integrators, research and strategy firms

- Oversight of and executive champion for human-centered innovation projects with universities – including Carnegie Mellon, Stanford, SCAD, RWTH Aachen Germany, Univ. of Michigan, MIT and others

- Supporting AI / ML start-ups as primary mobility strategist and relationship manager as an independent consultant

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- Digital optimization of the Chicago RTA (Regional Transport Authority) – including user interaction and efficiency management of trains, subway, buses, taxis and more

Some Achievements

Automotive & Mobility Industry Strategy Leader
Working with various OEMs, suppliers and start-ups to influence, guide and effect change across the entire automotive business value change and comprehensive brand experience. Bringing best practices of innovation incubation, idealized industry redesign, human-centered and computational design to shift paradigms of interaction, ownership and access applied towards future products, services and systems.

"We call it the Welcome and Farewell experience … and it can be an emotionally resonant, sensory rich experience." Experience Design leaders like Mr. Hanna are carefully orchestrating the experience of slipping behind the wheel. This has become more like entering a room than taking control of a machine, with hints of changes to come that may alter the driving experience as profoundly as the self-starter replacing the hand crank roughly a century ago.

NY Times
September, 2014

Global Director of User Experience - Interaction & Ergonomics (including Human-Machine Interface), Ford Motor Company
Responsible for tactical delivery as well as strategic planning of physical and digital interactive systems for the global portfolio of vehicles and services for the Ford and Lincoln brands. This includes all human touch-points on the interior and exterior of the vehicles. Managed a global team through all stages of discovery, definition, design and development.

Global Director of Experience Strategy, Consumer eXperience Design, Motorola
Responsible for defining Motorola's multi-generational design and experience strategy as it applies to the future portfolio of products, accessories, service and digital experiences. Also managed the global Design Research team.

SVP, Director of Experience Planning, Arc Worldwide / Publicis (PUB)
Ensured the delivery of world-class user-centered design solutions to Arc's clients including GM, Disney, Sears, Samsung, US Army and McDonalds as well as throughout the larger Publicis global network of companies. Directed and maintained an industry-leading, global team of Experience Planners across all offices and all client engagements.

The first principle of the new economy is that choices are widening and it's becoming ever easier for buyers to switch and get a better deal. The second principle is that such breadth of choice and ease of switching is rendering all sellers less secure and more vulnerable to competitors – thus spurring innovation.
The American economy is moving from a system of stable, large-scale production to one of speedy and continuous innovation.

The Future of Success
Robert Reich

Co-founded and managed an industry-leading user experience firm
Daily activities of running the firm included planning and managing business direction, infrastructure, finances, people, projects and clients. Established client relationships and managed large-scale design and development projects including digital business strategies, web sites, enterprise-wide applications and devices. Authored numerous industry articles, editorials and reports.

Developed an interface design and usability consulting practice
Established, staffed and managed visual interface design initiative of IBM Global Services e-Business Practice. Hired and integrated staff into large-scale client solution development teams across numerous industry verticals. Industries included automotive, technology, financial services, insurance, travel, banking, media, entertainment, and manufacturing.

IBM Director of Design and Integration of Application Suites
Responsibilities included the design and development of the user interface of all application components of IBM software and application suites as well as next-generation Open Doc standards and UI components.

Taught at university level and conducted academic research
Conducted graduate study research, application development, and testing of the impact of artificial intelligence technologies on next-generation human computer interaction. Taught Design Technology courses that included topics such as the internet (as the first browsers were emerging), 3D modeling, interactive authoring and animation.

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Designed and developed hardware and software for consumer and business products
Projects included custom enterprise software solutions, printers, handheld devices, ATMs, work stations, multimedia demos and exhibits. Also designed and developed optical card reading devices that are currently used for most retail credit card scanning, input, and processing.

Professional Experience

Movotiv LLC Founder & CEO	02/18 – present	Bloomfield Hills, MI
Ford Motor Company Global Director of User Experience - Interaction & Ergonomics (including HMI)	10/11 – 02/18	Detroit, MI
Motorola Inc. Global Director of Experience Strategy	9/06 – 10/11	Chicago, IL
Arc Worldwide / Publicis SVP, Director of Experience Planning	9/01 – 9/06	Chicago, IL
Samsung Electronics Global Design Advisor	1/05 – 9/06	Seoul, Korea
HannaHodge, Inc. Principal and Co-founder	5/98 – 7/01	Chicago, IL
IBM Global Services & Corp Principal, Usability & Design Practice	10/94 – 5/98	Chicago, IL
Design Director, Suite Integration		Dallas, TX
Senior Industrial Designer	6/88 – 9/91	Charlotte, NC
University of Cincinnati Adjunct Professor, College of Design, Architecture, Art & Planning	9/91 – 10/94	Cincinnati, OH

Education & Training

Master of Design, Emphasis on Human-Computer Interaction University of Cincinnati	June 1994	Cincinnati, OH
Bachelor of Industrial Design Auburn University	June 1989	Auburn, AL
Certified IBM Consultant IBM University	September 1997	Palisades, NY

Awards & Interests

- Regular Keynote Speaker at CX / UX / HMI, Mobile & Design conferences
- Avid writer, university guest lecturer and spokesperson with global press
- Managerial Fellow of Univ. of Illinois Chicago; multi-year Industry Collaborator in Integrated Product Development (IPD) classes at the University of Michigan; UX curriculum mentor at Savannah College of Art & Design (SCAD); guest lecturer at Art

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Center of Design, Columbus College of Art & Design, Kellogg and Booth Schools of Business

- Co-founder of "Michigan Auto & Mobility UX Group" (active)

- IBM & Ford Invention Plateaus, Technical Disclosures, and US Patents

- AIGA, DMI, ACM - SIGCHI, IDSA, PDMA

- Awarded full graduate scholarship to University of Cincinnati

- Sports / Coaching, Language Studies, Travel, Music, Furniture and Art

As a technology-infatuated society, we find ourselves addicted to being busy and that often involves being connected to digital technologies — and we are addicted to screens.

We simplify complex systems to appropriately fit the car, our ever-changing cultural and societal norms, and most importantly to fit our lives.

<u>Designing Connected Products</u>
O'Reilly Media
chapter by Parrish Hanna
May, 2015