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# Joi L. Roberts

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## CONTACT INFORMATION

Design Ambassador: Design Culture & Strategic Initiatives  
Motorola, Consumer Experience Design  
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## BIOGRAPHICAL SUMMARY

Joi Roberts holds a Bachelors degree in Electrical Engineering from Princeton University, and a Master's degree from Georgia Tech in Industrial Engineering: Human-Machine Systems. This educational background, fifteen years experience in the Telecommunications industry, a deep interest in human behavior as well as creative pursuits in photography and performance arts, have fueled her career in Experience Design.

Currently, Joi is the Design Ambassador for Motorola's Consumer Experience Design (CXD) team, driving strategic initiatives internally and externally around design culture, talent growth and development, design education, and industry contribution. Previously, Joi served the organization as the UI Design Operations Manager where she and her team were responsible for developing processes, tools and organizational initiatives that enabled the design staff to complete their work efficiently and effectively. Quite active in the User Experience Design community, Joi can often be found organizing or presenting at industry events across North America, South America, Eastern and Western Europe and Asia.

Joi's experiences an engineer, designer, creative soul, student of human behavior, teacher, mentor and community advocate have shaped her passion for interdisciplinary collaboration, diversity, and social responsibility in design education and practice.

## EDUCATION

- 2004 Convivio Interaction Design Workshop (Split, Croatia)
- 2002 Georgia Institute of Technology (Atlanta, Georgia)  
M.S. in Industrial Engineering  
Concentration: Human-Integrated Systems
- 1994 Princeton University (Princeton, New Jersey)  
B.S.E. in Electrical Engineering  
Concentration: Signal Processing
- 1990 Willingboro High School (Willingboro, New Jersey)

## **EMPLOYMENT HISTORY**

***2/2007 to Present***

***Design Ambassador***

***Motorola, Consumer Experience Design***

***Chicago, Illinois, USA***

- Oversee design culture-building initiatives (training, staff surveys, team-building events, career planning) for a globally distributed organization of 400+ designers and contractors.
- Oversee strategic industry contribution initiatives including, conference publications, magazine articles, keynote addresses, event sponsorships.
- Define and manage sponsored-studios and educational partnerships with several strategic design programs
- Partner with the PR team to increase awareness of the design organization to audiences within and external to Motorola.
- Develop design award submissions to highlight the work of the department.
- Develop, optimize and maintain the recruiting and onboarding processes.

***5/2006 to 2/2007***

***UI Design Operations Manager***

***Motorola, Consumer Experience Design***

***Chicago, Illinois, USA***

- Provided strategy and leadership around process management, knowledge management, tools requirements management, training and organizational health for the UI Design team (90 globally distributed staff members and managers).
- Led team of analysts to implement UI process improvement projects.
- Served as an instructor for new hire orientation training sessions.
- Developed and executed department-wide team-building initiatives.

***4/2004 to 5/2006***

***Special Projects / Design Operations Analyst***

***Motorola, Consumer Experience Design***

***Chicago, Illinois, USA***

- Documented, improved and co-managed the front-end process for defining, designing and delivering user interface applications.
- Developed and executed new recruiting/interviewing process through which 50 new team members were hired in the first year.
- Trained external work partners on design processes and user-centered methods.
- Performed organizational assessments and developed proposals for addressing gaps.
- Facilitated brainstorming sessions and focus groups with design staff/leadership.

***12/2000 to 10/2003***

***Systems Engineer (Usability Emphasis), AnyPath Messaging Systems (AP)***

***Lucent Technologies, Inc.***

***Naperville, Illinois, USA***

- Developed User Experience Vision for the organization and its product interfaces
- Designed the Voice User Interface for AnyPath Messaging features (mental models, personas, call flows)
- Performed Usability consultation activities (cognitive walkthroughs, heuristic analyses, feature training sessions) for the Sales, Marketing, Systems Engineering, Architecture, Development and Documentation teams
- Developed, distributed and analyzed end-user surveys (7-point Likert scale)
- Facilitated focus group sessions with a panel of Messaging customers (i.e.

**EMPLOYMENT  
HISTORY**  
(continued)

- decision-makers from a variety of wireline and wireless telecom service providers)
- Designed and delivered Usability training sessions for the Systems Engineering, Architecture, Development, Testing and Documentation teams
- Developed and delivered customer presentations detailing the User Experience vision
- Led the User Interface Specifications team which researched, designed, presented, and executed a new User-Centered Design process for the organization
- Led the Department Recognition Team which developed a process for recognizing the accomplishments of others, thus resulting in an improved work environment

**5/1999 to 12/2000**

**Systems Engineer, 5ESS International Local/Toll Team (LTT)**

**Lucent Technologies, Inc.**

**Naperville, Illinois, USA**

- Produced specification documents detailing customer requirements for new features
- Led the Revenue-generation team, which developed creative ways to re-package and sell existing functionality into new revenue-generating services.
- Developed and maintained websites for multiple internal project teams
- Served as co-leader, co-supervisor, curriculum developer and workshop presenter for the Lucent-North Lawndale College Preparatory High School (NLCPHS) Venture

**9/1998 to 5/1999**

**Validation Engineer, Platform Testing Solutions (PTS)**

**Lucent Technologies, Inc.**

**Naperville, Illinois, USA**

- Performed manual regression tests for the 5ESS-CM3 Project
- Created and maintained test scripts in accordance with development cycles.
- Explored industry-wide testing initiatives to enhance team efficiency.

**9/1995 to 12/1996**

**Systems/Validation Engineer, Software Development Environment (SDE)**

**Lucent Technologies, Inc.**

**Naperville, Illinois, USA**

- Defined and documented software development environment needs for customers
- Performed in-depth feasibility studies, given customer's needs and constraints
- Ensured that customer requirements satisfied internal architectural needs
- Developed evolution plans for SDE products and the organization as a whole
- Monitored and modified Front-End team processes to ensure quality results
- Supported web-based tool that tracked internal cost data for the management team
- Developed and maintained test scripts (using K-shell) and supporting documentation
- Verified stability, accuracy, and quality of product according to customer specifications
- Facilitated customer meetings to identify and resolve product-related issues
- Identified and documented future extensibility of product

**EMPLOYMENT  
HISTORY**  
(continued)

**9/1994 to 9/1995**

**Urban Engineering Coordinator**

**Princeton Project 55 Fellowship Program**

**Argonne National Laboratory/Bethel New Life**

**Chicago, Illinois, USA**

- Developed marketing material for students, parents, teachers and corporate sponsors
- Recruited students (grades 3 –12) and teachers from public/private Chicago schools
- Developed pre-engineering curricula; Managed program schedule and student activities
- Developed and delivered pre-college, pre-engineering and team-building workshops
- Facilitated organizational meetings and activities with sponsoring organizations
- Developed relationships with corporations that sponsored internships and activities
- Managed program budget of \$150,000

**Summers 1991-1994**

**AT&T Bell Laboratories**

**New Jersey Locations, USA**

- Utilized C and UNIX to develop cost-tracking tool for use by management team
- Enhanced the alarming system for a PBX telephone network, by designing and implemented (C, UNIX) a faster, more space efficient coding strategy
- Evaluated Network Management software tool; Prepared training materials for cohorts
- Utilized Object-Oriented analysis techniques to understand AT&T network operations

**SPEAKING  
ENGAGEMENTS**

Instructor, 2005 Convivio Interaction Design Summer Workshop (Timisoara, Romania)  
Instructor, 1998 Lucent-NLCP High School Venture (Chicago, IL)

Lecturer, 2007 Princeton University – Women in Science & Engineering (Princeton, NJ)  
Lecturer, 2007 University of Illinois – SAGE Course (Urbana, IL)  
Lecturer, 2007 Columbia College, Industrial Design Course (Chicago, IL)  
Lecturer, 2006 Convivio Interaction Design Summer Workshop (Edinburgh, Scotland)  
Lecturer, 2002 Institute of Art & Design Technology, HCI Course (Chicago, IL)

Presenter, 2007 ICOGRADA Habana Conference (Havana, Cuba)  
Presenter, 2007 ICSID/IDSA Connecting 2007 Conference (San Francisco, CA)  
Presenter, 2006 Design Research Society Wonderground Conference (Lisbon, Portugal)  
Presenter, 2006 Usability Professionals' Association Conference (Denver, CO)  
Presenter, 2005 Usability Professionals' Association Conference (Montreal, Quebec)  
Presenter, 2004 Usability Professionals' Association Conference (Minneapolis, MN)

Speaker, 2006 Woodrow Wilson HS Honor Society Keynote Address (Camden, NJ)  
Speaker, 2006 NSBE National Conference – Workshop (Austin, TX)  
Speaker, 2006-2004 DePaul University Creative Arts Career Events (Chicago, IL)  
Speaker, 2004 BPDA National Conference – Workshop (Pittsburgh, PA)  
Speaker, 1997 Douglass High School Youth Motivation Day (Atlanta, GA)  
Speaker, 1997 Oakwood College Youth Motivational Task Force (Huntsville, AL)

## **PUBLICATIONS**

- Roberts, J., (2007). Design Competitions Succeed in Spreading the Usability Message. User Experience Magazine, 6(1), Spring 2007.
- Roberts, J., (2007). Kindling Design Education through Academic-Industry Partnership. Workshop accepted for Connect-Ed 2007, International Conference on Design Education Conference, July 9 - 12, 2007, Sydney, Australia.
- Roberts, J., (2007). Usability: What Is It and Why Should You Care?. BDPA Journal. May 2004.
- Roberts, J., Gillette, C., Schadewitz, N., Schwarz, K., Skågeby, J., Swartling, A., (2005). Convivial Design: Multicultural Teams Utilizing Collocated, Collaborative Interaction Design for Communities in Transition. Bridging Cultures, the Usability Professionals' Association Conference, June 27 – July 1, 2005, Montreal, Quebec, Canada.
- Roberts, J., Schadewitz, N., Adler, P. J., (2007). STAR Framework Revisited: Curriculum for Interaction Design Summer Schools. Paper accepted for Connect-Ed 2007, International Conference on Design Education Conference, July 9 - 12, 2007, Sydney, Australia.
- Roberts, J., Schadewitz, N., Adler, P. J., Broomes, C., Wei, L. and Yin, Y. (2006). People Are Talking! Projects Designed to Enhance Storytelling Within Communities. Usability Through Storytelling, the Usability Professionals' Association Conference, June 12 - 16, 2006, Broomfield, Colorado, USA.
- Baillie, L., Phillips, A., Roberts, J., Lindquist, S., Sandor, O. (2005). Ajmo Splite: Come on Split! Tell us what you think! Proceedings of the 4th Decennial Conference on Critical Computing: Between Sense and Sensibility. August 20 – 24, 2005. Aarhus, Denmark.
- Caruso, J., Roberts, J. (2007). Design Thinking for Global Products: Familiar Solutions For New Problems, IDSA Innovation Journal, Spring 2007.
- Schadewitz, N., Adler, P. J., Moncur, W. and Roberts, J. (2007). The "STAR" Interaction Design Summer Schools Framework. Poster for IWIC2007, the first International Conference on Intercultural Collaboration. January 25 – 26, 2007, Kyoto, Japan.
- Schadewitz, N., Adler, P. J., Moncur, W. and Roberts, J. (2006). The "STAR" Interaction Design Summer Schools Framework. Proceedings for Wonderground, the Design Research Society Conference, October 31 – November 4, 2006, Lisbon, Portugal.

## **PROFESSIONAL ASSOCIATIONS**

- Board Member, Reach The World Chicago
- President, Chicago chapter of the Usability Professionals' Association (CUPA)
- Member, Usability Professionals' Association (UPA)
- Member, ACM Special Interest Group in Computer Human-Interaction (SIG-CHI)
- Member, Interaction Design Association (IXDA)
- Member, National Society of Black Engineers
- Member, Women in Technology

## **INDUSTRY ACTIVITIES**

CHI2007 Conference: “Mobile Spatial Interaction” Workshop: Co-Chair  
DUX2003 Conference: Volunteer  
PETRA2008 Conference: Co-Chair for Workshops  
UPA2006 “Storytelling” Conference: Volunteer, 10-Min Talks/Advanced Topics Co-Chair  
UPA2005 “Bridging Cultures” Conference: Volunteer Coordinator, Reviewer  
UPA2004 “Connecting Communities” Conference: Volunteer Coordinator  
UPA2003 “Ubiquitous Usability” Conference: Volunteer  
World Usability Day Chicago 2005: Event Co-Chair  
World Usability Day Chicago 2006: Event Co-Chair, Program Committee Manager

## **HONORS & AWARDS**

2007 Honoree, Museum of Science in Industry’s Black Creativity Exhibit  
1999 Recipient, Lucent Technologies Affirmative Action Diversity Council Award  
1999 Recipient, Lucent Technologies PAVE Employee Excellence Award  
1997 Recipient, Lucent Technologies OYOC Graduate Degree Fellowship  
1990 Recipient, AT&T Engineering Scholarship Program  
1990 National Merit Scholar

## **INTERESTS**

Photography  
Creative Writing  
Spoken Word Performance  
Ceramics  
Language & Culture Studies: Spanish, Italian, Portuguese  
Community Service  
Volleyball