



RUSS CORNWELL

ux researcher · designer · interactive · creative

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🌐 russellcornwell.com

research ↓

Crafts & executes studies & secondary research to anticipate guests' desires. Expert in contextual inquiry, guerrilla observation, play tests & usability for delightful interactive experiences.

design ↓

Leads & collaborates on concept development, storyboards, wireframes, prototype iteration, user-interface design, game design & documentation. Pioneers MAGIC design methodology for testing interactive concepts.*

interaction ↓

Selects or recommends the right tool for the job. Proficient in Adobe CS, OmniGraffle, sketching, & rapid iteration tools for interfaces, including ActionScript, JavaScript & HTML5. Beginner/intermediate in Unity.

interests ↓

Obsessed with guest experience & design of zoos & aquariums. Fan of LA's Museum of Jurassic Technology. Composes indie rock. Studies language shift. Closet ethnographer.



Masters of Human-Computer Interaction

Carnegie Mellon University, PA, August 2012

User Experience Researcher

Adopt-a-Pet.com, CA, April 2017–July 2017

Performed contextual inquiries & research to advance animal welfare volunteerism.

Founder, Designer & Research Lead

INTERACTIVE MAGIC, CA, June 2014–present

Consults on design & research for zoos, aquariums, museums & theme parks.

Guest Experience Lead

RGH Themed Entertainment, CA, April 2013–April 2014

Designed research-driven games & interactives for the \$1.5b Red Sea Astrarium.

Experience Strategist

DIRECTV Digital Innovation Lab, CA, November 2012–April 2013

Led remote research & ideation on customers' online experience.

Project Manager & Research Lead

Human-Computer Interaction Institute, PA, January 2012–August 2012

Researched & designed interactive radiology tools for GE Healthcare.

Administrative Associate

University of Texas Law School Student Affairs, TX, July 2008–July 2010

Redesigned website. Advised bar applicants. Supervised seasonal employees.

Content Manager

Switchburn, LLC, TX, December 2007–April 2008

Designed e-newsletter. Filmed & encoded rock concerts.

Director of Administration

Investrend Inc, NY, September 2005–January 2008

Maintained file systems, edited content, & kept books for financial research firm.

Founding Partner

Therefore Productions, LLC, NY, January 2002–June 2007

Produced & scored music for short, award-winning comedic films.

*Use the MAGIC system to align guest Motivation, Activity, Goal, Interaction, & Correlation with your creative intent.