



Biography of Hal Shubin

Hal Shubin is founding principal and president of Interaction Design, Inc. (www.user.com). He has over thirty years experience in software, first as a software engineer in the field of Artificial Intelligence and later in user experience design. He was the founder and manager of a successful design group at www.HomePortfolio.com, an Internet destination for home design products.

Hal has worked with many display media, including desktop and Web applications, telephones, PDAs and jukeboxes. He has been designing Web applications since their beginning; see a description of these projects,: www.user.com/portfolio-early.htm.

More recently, Hal has been involved in a range of Web applications for e-commerce; general audiences; and special audiences like medicine, law, education, cooking, building construction and more.

Hal has a BS in Chemistry and an MS in Computer Science. To support his design skills, Hal has studied color theory, typography and visual design. He co-taught a conference tutorial on the use of color in UI design and co-authored an article on that topic. Other activities include running workshops, giving talks and writing on various aspects of UI design for the Web. Hal is a member of ACM, the BostonCHI chapter, and the local UPA chapter.

Clients include ACM, Allscripts, AmericasTestKitchen.com/Cook's Illustrated, Boston.com, BuildingGreen, Carbonite, Constant Contact, Dictaphone/Nuance, Digital Equipment Corporation/Hewlett Packard, Forrester Research , HomePortfolio, Lotus/IBM, Mitsubishi Electric Research Lab, Oracle, Philips Lifeline, PricewaterhouseCoopers, RSA, Thomson CompuMark, Thomson Financial Services, Upromise, Verizon/GTE Labs.

The Interaction Design Web site is www.user.com, and includes these pages:

- > Resume: www.user.com/downloads/HalShubinWebDesignConsultantResume.htm
- > Portfolio: www.user.com/portfolio.htm
- > Web research: www.user.com/research.htm

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