R10 GOLF SIMULATOR
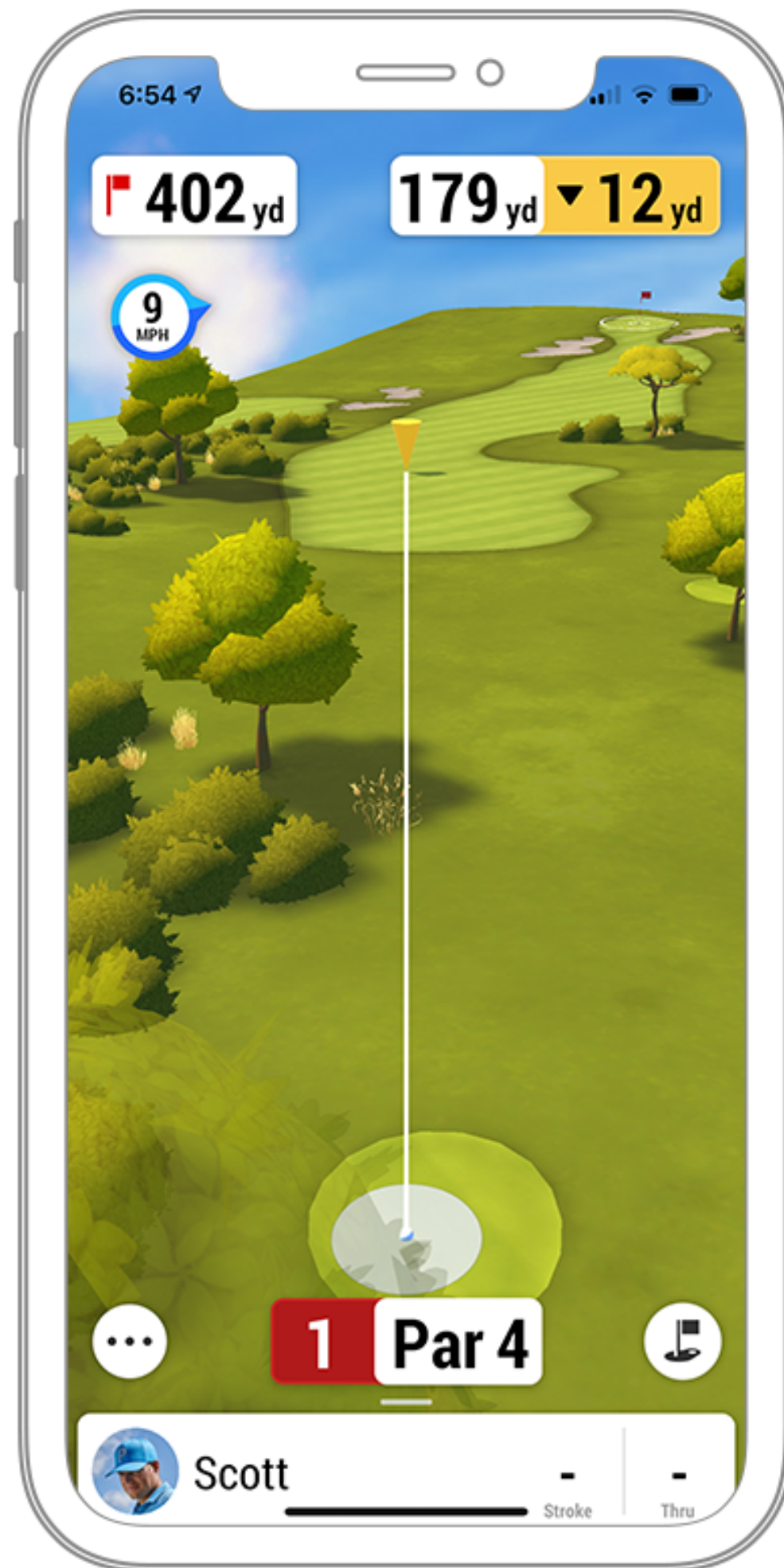
40,000+ PLAYABLE COURSES

Truly disruptive and affordable pocket-sized radar powering a custom Unity 3D environment optimized for mobile devices.

Role

Full game design, UX/UI, art direction of internal and external VFX studios, collaborated with technical artists, app devs, cartography, SFX, and the core golf product team.

2021

🌐 **garmin.com**

▶ **youtube.com**

R10 GOLF SIMULATOR

HACKERS + COVID

CHALLENGES

Playable sim of every golf course in the world (nearly 800,000 holes)
Modes: real-time single player and multi-player, async weekly tournament
Rules: no putting, hazard simulation, placement penalties, mulligans & pickups
Play Interface: 6ft on-bag view, camera angles, aiming, heads up info, menus + scorecard
Intuitive game flow: from short practice swings to 1hr + gameplay (4 players for 18 holes)

SOLUTIONS

5 Biomes (streamlined assets), cartography tags, floating island (reduced file size and rendering)
No-ego iterative design process testing each flow and interaction with players, find the fun
Scoring distance to pin (rings), power reduction % (rough, sand), friendly play options (score adj.)
Right-sized data, drag-to-aim, top view dog legs, down course perspective, quick content access
Auto-progress, key info only when needed, clear player visual + audio prompts and cues

COLLABORATION

My immediate team comprised of a technical artist (Houdini), a front end dev (Unity). I functioned
as the game designer, ui + ux designer, producer, and creative director. Hired and managed
external VFX group (Thunder Cloud Studio), worked with Garmin SFX on audio. Art directed
Taiwan GFX (static graphics). Collaborated with golf product manager and team throughout.

OUTCOME

The simulator added compelling features to the small and affordable device. It's been a hit,
setting a new record for pre-orders at Garmin and is currently back ordered. It's success has
lead directly to the growth of my team and new explorations for augmented interactive content!

youtube.com

VIVOFIT JR. DEVICE & APP

#1 SELLER

2 0 / 1 6

The hit youth wearable leading to a Disney partnership and new market & revenue. Best selling family product for over 5 years.

Role
Concept, design and launch of full app, educational game, and family focused UX paradigm based on positive habits. Worked with ID, front and back-end devs, user research, GFX, device interaction, embedded software.

🌐 **garmin.com**

▶ **youtube.com**

VIVOFIT JR.

MANTRA: WE WILL NOT MVP

Focus the features, find the fun.
Empower and enable the users.
Fit busy families' routines.

NO DEVS + GDPR

CHALLENGES
New to Garmin market/customer and an internal hardware bias
Design a compelling product for both parents AND kids (ages 4-10)
No app team at that time in Area 51 (LABS), GDPR instituted right before launch
My first project at Garmin: social engineering, process navigation, lean and scrappy resources

SOLUTIONS
MUE presentation to shift internal mindset. White hat design to create positive habits* assisting family pain points (executive function, chores, physical activity). Chores system based on accomplishment & rewards. Physical activity based on fun not calories; intrinsic motivation powered by curiosity (fun facts and story), leveling (progress), friendly competition (weekly sprint). UX research informed interaction change improving battery life and responsiveness (1.5+ yrs).

COLLABORATION
I functioned as the app product archt., collabing directly with the sr. hardware product archt. After c-suite concept approval I transferred front-end devs, sourced external ills. (Juan Casini), worked with device team, ID, compliance (GDPR), art directed internal GFX (graphics) found an A51 audio eng., Android team (Cluj Romania), and server lead (GCS). Marketing team for launch materials. Customer support for band fit issues (returns process).

OUTCOME
9 figure revenue, 4.5 star rated "MUST HAVE" device and app with millions of kids, logging billions of active minutes and chores. New business leading to a dedicated team and 20+ SKUs.

▶ **youtube.com**

*Resources: "Octalysis" by Yu-Kai Chou, "4 Keys to Fun" by Nicole Lazzaro, "Power of Habit" by Charles Duhigg, "Hooked" by Nir Eyal

LILY SMARTWATCH

SMALLEST, LIGHTEST...STYLISH-EST

Measuring
♥ Heart Rate
👤 Stress Level
🏃 Body Battery

Garmin's smallest full feature smartwatch featuring a hidden, ultra-bright monochrome display and unique touch interface.

Role
Full UI (300+ pages) and new UX paradigm, collaborated with ID, embedded software, fitness product managers, GFX and mechanical engineering, Taiwan UI team.
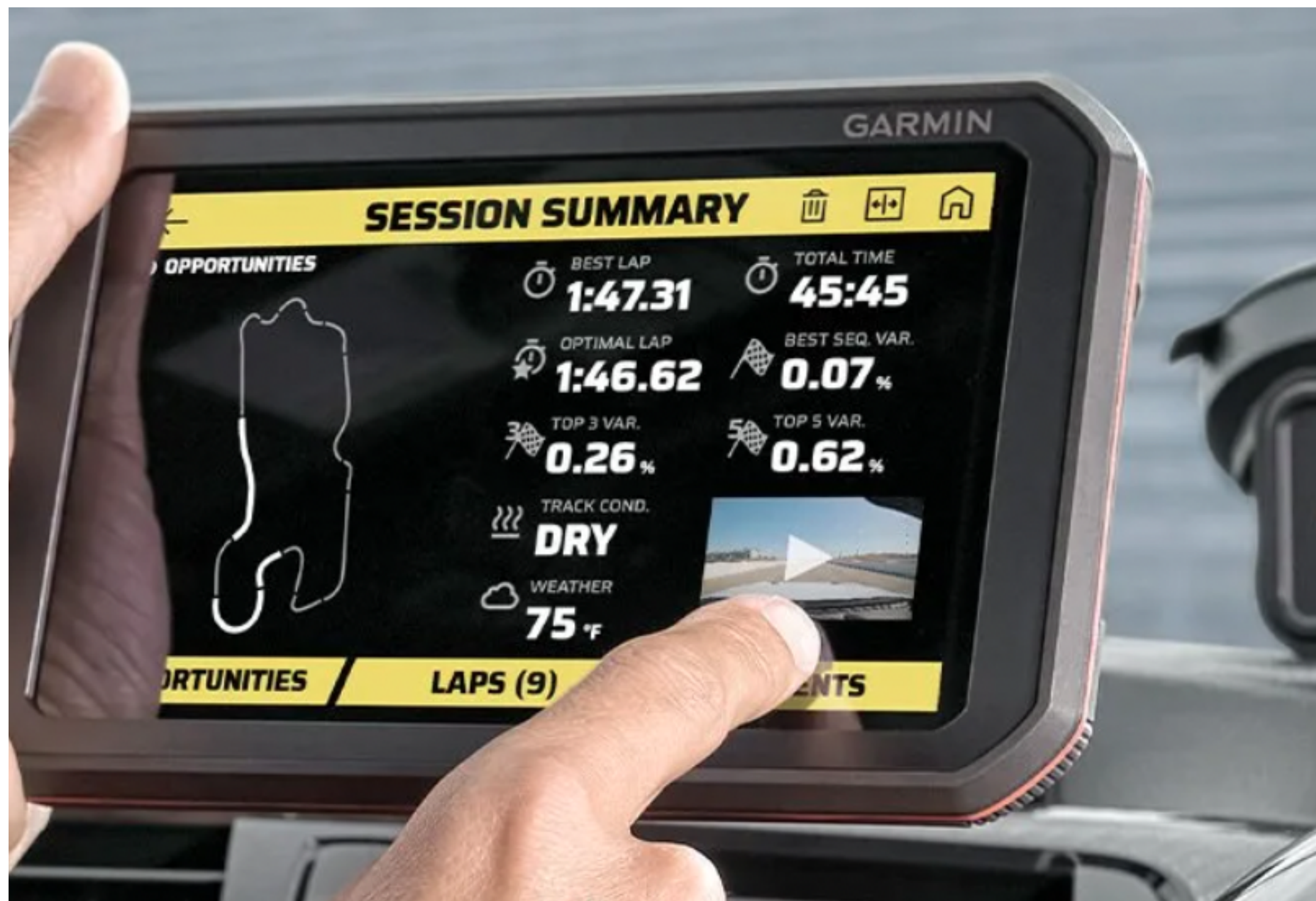
2 0
2 1

🌐 garmin.com

▶ youtube.com

CATALYST MOTORSPORTS

"$1,000 WONDERBOX"

2 0 / 2 0

The ultimate racing companion. Real-time coaching and post-race analysis. Absolutely packed with tech and computer vision IP.

Role

Core UI/UX design of key features based on deep dive into driver needs and cockpit challenges (visibility, noise, helmet, gloves, restrictive harness). Transitioned to Auto team for full dev.

🌐 **garmin.com**

▶ **youtube.com**