

# TITO LLOYD BALSAMO

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## EDUCATION

**Stanford University**, School of Engineering, B.S.E. Mechanical Engineering, Product Design, 2011  
**StartX Venture Accelerator Fellow**, Summer 2011 & Winter 2012

## EXPERIENCE

- 6/2015-Present **Senior Human Interface Designer, Apple**
- Currently working on Apple TV, tvOS, & TV App.
  - Led design Cloudkit Sharing & iWork Collaboration features.
- 7/2013-5/2015 **Senior Product Designer, Jawbone**
- Facilitate ongoing collaboration with Product, Engineering, Design & Editorial Teams to define product and design strategy for Jawbone's UP experiences, and future product definition.
  - UX lead for UP 3.0 app launch (UP24 wireless syncing), 3.1 update (Sleep) and 3.2 (Food & Weight Management) updates. Subsequently led UX for Smart Coach, Heart Rate, Fitness experiences, adaptive on-boarding, UP Payments, and UP for Apple Watch. Implemented new user-centered agile design process within UP's Design Team.
  - Product Design Lead (HW & SW) for future personal audio and fitness products.
- 6/2013-12/2014 **Product Advisor, Keen Chat**  
3/2013-12/2014 **Product Advisor, Candle Spas**
- 6/2011-7/2013 **Cofounder, UX, Nutrivise Inc Acquired by Jawbone in June 2013.**  
Angel & VC funded pocket-nutritionist that provides easy integration of local restaurant dish nutrition modeled using ML, NLP, Bayesian statistical inference. Integrated into several unique apps— from a social life diary, to a language-based nutrition estimator. Received a \$6M acquisition offer in October 2012 from a publicly traded firm.
- 10/2011-1/2012 **Mentor Board Member, Zoku Inc**  
Served as the alumni mentor on a mentor advisory board with 4 other industry professionals for Zoku founders for a StartX portfolio company.
- 2/2011-3/2011 **Designer, Logitech in collaboration with Stanford d.school**  
Conducted user research/empathy driven study regarding the future of mobility with regard's to Logitech's future product offerings. Concept developed seen later adopted by competitors.
- 6/2010-9/2010 **Product Design Intern, CRAVE (lovecrave.com)**  
Developed single product from mechanical and industrial design to high resolution prototype, conducted foundational user and empathy research, ideation & prototyping, established and maintained vendor relationships and sourcing procedures, research documentation & development/design process.
- 10/2007-11/2010 **Coach, Novice Masters Rowing, Bair Island Aquatic Center**  
Conditioning and technique coach to a women's rowing team, ages 21-65+.

## HONORS & AWARDS

- 10/2010 **Cofounder**, Stanford Design Initiative  
3/2010 **Winner**, Take Back the Night Logo Competition  
4/2008 **Selected participant**, Cardinal Cook Off Competition at Stanford University

## SKILLS

- Languages** English (Fluent Native), Italian (Fluent Native), Japanese (Working Knowledge)
- Methodology** Agile development, user centered design methods, empathy driven user-research, rapid prototyping, generative ideation, guiding brainstorming, qualitative data analysis / synthesis
- Software** Proficient in Microsoft Office, Adobe Photoshop & Illustrator CC, OmniGraffle, Solidworks, Keynote
- Execution** Knowledge of industrial manufacturing and prototyping technologies & processes. Experience working within & managing software development team, integrating into workflow. Familiar with fine leatherworking, soft-goods.