

# Rainey Straus

experience strategy, research + design

## Helping Systems Speak Human

I'm a translator, mediator and a maker. Using the power of design for change, my work helps to deepen communication between people and technologies at their points of connection.

My philosophy... technology should make us healthier, happier, smarter and more authentically connected. Our tools should anticipate our needs and understand the ways we relate to the world around us.

I've used my skills to transform strategies and experiences from green building to healthcare with a special emphasis on solutions that turn data into knowledge and actionable insights. Recent projects have focused on clinical quality analytics, physician collaboration, diabetes management and supporting behavior change through technology.

My toolkit: design research, experience design, product strategy, visual design/branding, workshop facilitation and Agile UX integration.

Extracurricular: start up advisor, AIGA Compostmodern committee member and award-winning tech-based artist.

**UX Consultant**  
2011 – Present

Selected Projects:

**General Electric Healthcare**

UX Strategy: One GE

GE is on a path to align their products and services under a single healthcare operating system. The current diagnostic imaging portfolio utilizes multiple interaction models, visual systems and development platforms. I led research to understand the contributing factors and develop recommendations and strategy toward a unified experience. What resulted was a multi-faceted approach. Organizational interventions included ways to increase communication and to reduce duplicate work efforts. Critical healthcare patterns were defined and prioritized for inclusion in GE's global healthcare design system.

## Diagnostic Imaging Innovation

I've contributed to a series of imaging projects at GE as a researcher and lead designer. Building upon each other, these efforts started as innovation concepts informing in-market products and then became completely new offerings with pre-release sales throughout Europe and the UK. The focus of this work was to simplify diagnostic workflow, facilitate clinical collaboration, aggregate patient information for quicker diagnostic insight and develop methods to reduce the complexities of sharing images between organizations.

**Abbott Diabetes Care**

Managing Care

It's difficult to see the big picture in diabetes care when multiple clinical and behavioral factors are at play. It's even harder to determine the best course of action to effect change. Working with the product team we developed a strategic platform vision to address these issues. The framework included integrated communication between patients, clinicians and providers, patient goal setting and tools for at-a-glance insights.

Insulin App Redesign

ADC needed a new approach as they transitioned from desktop-based insulin meter applications to a modern web-based platform. The new system accommodated both new and legacy meters that offered varying degrees of personalization. We redesigned workflows and functionality for first-time setup, meter connection, insulin and meter settings and reports creation.

**Groove 11**  
**Design Director**  
2007– 2011

Groove 11 provided brand strategy, visual and experience design to organizations from start-ups to the Fortune 500 including Cisco, Diageo Wine & Spirits and Bright Sky. Responsibilities included business development, team leadership, workshop facilitation, creative direction and UX design.

**Whirligirl Studio**  
**Founder**  
1998 – 2007

Whirligirl Studio specialized in print and web design for clients that included, PBS, SF MOMA, New Day Films and Women's Educational Media. An ongoing major project of the studio was the PBS series site for Independent Lens along with 75+ related documentary film sites.

**Oompala**  
**Art Director**  
1996 – 1998

Art direction for CD-based children's games for clients that included Bandai and Cartoon Network as well as concept development projects, from a young girl's email application to a pre-iTunes custom CD platform.

**Awards**

- 2011 Webby Honoree New Resource Bank
- 2010 Silver Davey + Silver W3, Chateau St. Jean  
Silver W3 Award , the Post Carbon Institute
- 2009 Gold Davey + Silver Creativity Award, Infomotor  
Silver Davey Good Things Green
- 2008 Creativity Award + Silver Davey Award, Copia.com

**Education**

- MFA California College of the Arts
- BFA State University Of New York at Purchase  
Semester abroad, Siena, Italy, SUNY Buffalo

**Research**

- 2010 Wriggle: Hacking the Wii with the Games Research Lab  
<http://www.wired.com/wiredscience/2010/11/wii-emotion/>
- 2005 Sensual Evaluation Instrument, with Katherine Isbister & Kristina Hook  
<http://emotion-research.net/toolbox/toolboxemotionalusability.2006-09-22.0036794228>

**Talks**

- 2010 Art Department, Dominican College, San Rafael, CA
- 2008 Building an Effective Image, SF Chamber of Commerce Business Success Series
- 2005 From Crackers to Culture: Contemporary Game Art, Pacific Film Archive, Berkeley, CA
- 2004 Gaming Panel Discussion, Yerba Buena Center for the Arts, San Francisco, CA  
Critical Studies in New Media, Stanford University, Palo Alto, CA  
Digifest 2004, Design Exchange Museum, Toronto, Canada  
Games Younger People Play, Pacific Film Archive, Berkeley, CA

**Mentions**

- Ho.Y., (2013, Feb. 13). Speaking in Bobjects: *A Conversation with Katherine Isbister and Rainey Straus*, Rhizome.org.
- Clark, A. & Mitchell, G. (2007). *Video Games and Art*, University of Chicago Press.
- Antonucci, M. (2006, Aug. 5). *San Jose Meets the Sims*, San Jose Mercury News.
- Casolari, P. (2004, Dec.) *Vista la SimGallery*, Glamour Magazine (Italian edition).
- Cohn, T. (2003, Oct.). *Rainey Straus*, Sculpture Magazine.

**Affiliations**

- AIGA Sustainability Initiative - Organizing committee member Compostmodern conference
- IxDA Member

**References**

- References available upon request