Ali M Vassigh

VP OF USER EXPERIENCE

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A proven leader with a record of delivering exceptional growth for start-ups and Fortune 500 companies. An innovator on management teams in developing game-changing ideas and strategies that impact and disrupt entire industries. Successful orchestration of research, design and innovation to create and turn patentable ideas into unique v1 consumer products with exceptional User Experiences across all consumer touch-points.

SELECT ACCOMPLISHMENTS

Achieved market leadership, out-pacing Apple, Chromecast and Amazon. For seven years in a row, Roku's UX continues to be cited by customers and press as one of the product's major success factors.

Expanded product platform UX, delivering first RokuTV product. Received top reviews, took 8% of smartTV market share in first year (2015), and currently 1 in every 3 smartTVs sold is a RokuTV.

Pioneered new-to-the-world UI platform for Xbox Kinect, selling 10M units in 3 months. Developed what became industry standards for new technology enabling voice and full-body sensing / interaction.

Shipped the world's first massively multi-touch, 360 degree user interface that blurred the boundaries between physical and digital. Built Microsoft Surface ("Play Table") UX team from 4 to 20+ cross-disciplinary designers.

Launched startup, securing funding and navigating company through acquisition and merger. Founded Interaction Architects, a pioneering digital consultancy, and sold firm to investor for a majority share.

Delivered NCR's first self-checkout system. Created a Human Factors team, propelling product design and innovation. Helped sales team land multi-million dollar contracts.

EMPLOYMENT

Roku VP, User Experience	2016-Now
EVA Automation Director, User Experience	2015-2016
Roku Director, User Experience	2012-2015
Microsoft Xbox Sr. UX Designer	2008-2012
Microsoft Surface Manager, User Experience	2006-2008
Belkin Manager, User Experience	2005-2006
Whirlpool Manager, User Experience	2001-2005
Information Architects Founder, Principal Designer	1998-2001
NCR Team Leader, User Interface	1990-1998

EDUCATION

BS, Cognitive Science University of California - San Diego	1990