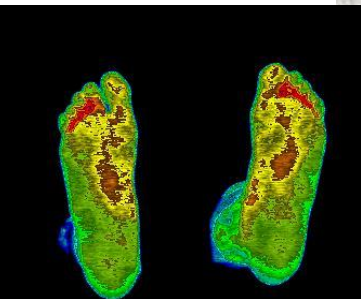


joe ungari [composite projects+



- ...the most *fundamental* design opportunities facing industry will be those regarding a better understanding of *human behavior*. We have moved into a time in which *design* is no longer simply a professional service, but, rather a way of *connecting the brand aspirations of corporations to* our interests and our *values*, enabling a *social framework of products and services, that can embrace emerging technologies....*





Vice President, Advance Product Design
2007-2010

The Creation Center...

Customized environment created
as the center of T-Mobile Innovation....

Sustainable Model

Accelerate Ideas

Project: design, and create a center of
design excellence



Responsibilities include enabling, staffing, and inspiring the following competencies:

- Consumer ethnography
- Macro Socio-trends
- Lifestyle mapping
- Conceptual persona modeling
- Interaction design
- Motion graphics
- Software architecture
- Visual design
- Industrial design
- Rapid prototyping 2D / 3D
- Graphic design
- Videography
- Usability analysis
- Strategic innovation
- Quantitative/ Qualitative Testing
- Quick Strike Testing (consumer)
- Partnering with outside agencies
- Partnering with outside OEM's



*Gold's **LEED** award given to this Creation Center, utilizing sustainable materials and processes to create a "best place to work" (entered in Kursty Grove's book (2010), "I Wish I Worked There!")*

T-Mobile's Brand Character, Aspiration

Fun

playful, spirited, clean,
pure.



Daring

bold, adventurous, valiant,
brave.



Genuine

real, authentic,
considered, crafted.



Established first relationship between brand aspiration and
physical, and experiential interface design

Visual Language Application



SHARED ATTRIBUTES

DEFINED SOFTNESS
360 CONSIDERATION
FORM HEIRACHY
ZONAL DETAILING
APPROACHABLE
PURE

BRAND CHARACTER



FUN
GENUINE
DARING
COOL



Created first new product ecosystem for Family Product system (e-Whiteboard) with sustainable Bamboo skins...

*H2O: connecting brand essence of natureBios,
fun, playfulness....*

H2O: smartPhone + social media emphasis





Icons with Glass Treatment

Focus State

Button Bar Launcher for:

- Dialer
- App Drawer
- Faves 360 UI

myTouch Iconic User Interface: natureWare, transparencies, sense of physical actuation



Photos



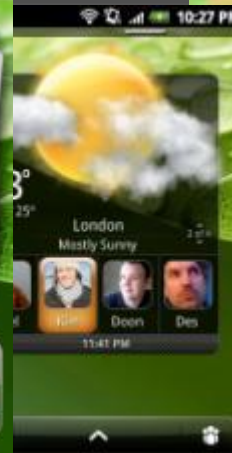
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Messages



Faves



Weather

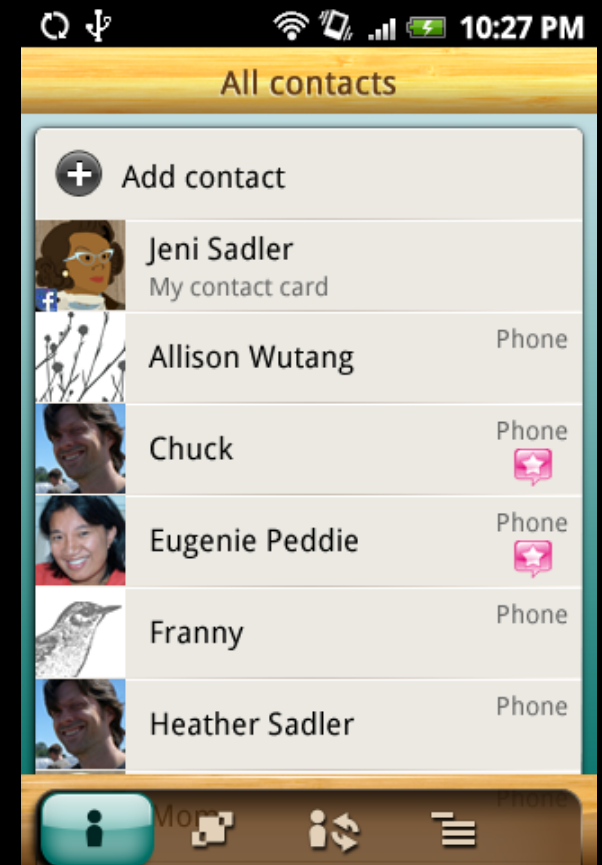


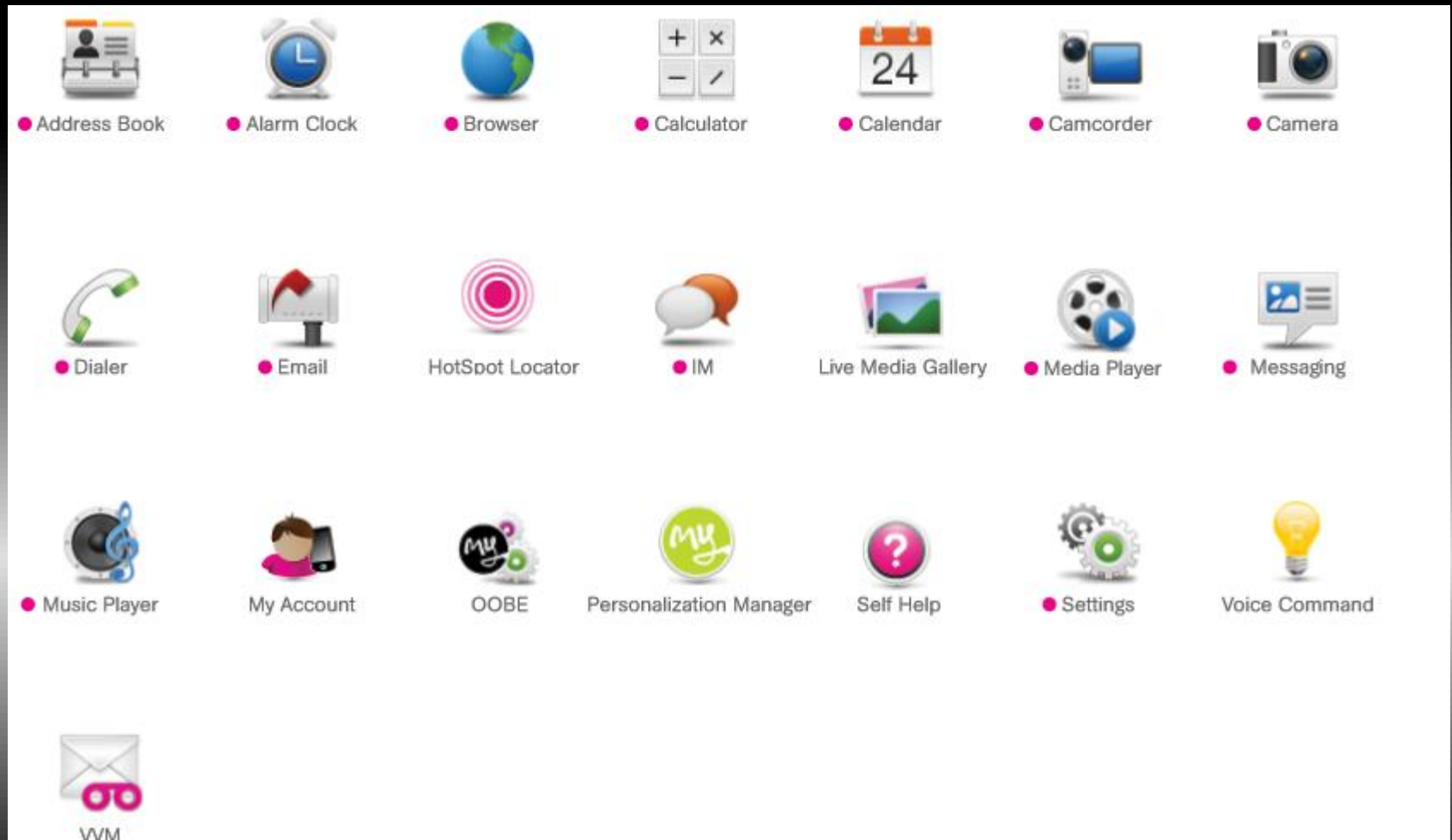
My Account



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myTouch User Interface: natureBios, fun, playful, personal....





*myTouch Widget design: playful, personal, clarity
of purpose*



HomePort: home router connecting brand essence to product design with design elements such as 'surprise, delight, playfulness...'



T-Mobile

CREATION CENTER

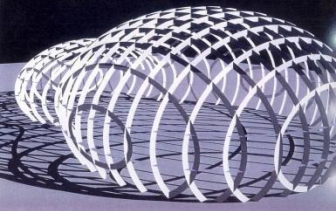
*Although a completely new business entity as an "in-house design agency", the **Creation Center** has **generated over 150 utility patents in the 3 years of its existence**, in the areas of product design, interaction design, and product services. These 'ideas' have served to create new Franchise handset products (myTouch series), inspiration to OEM's in design language (Sidekick), and new strategic business explorations (Fitness, websites, new Family products and services.*



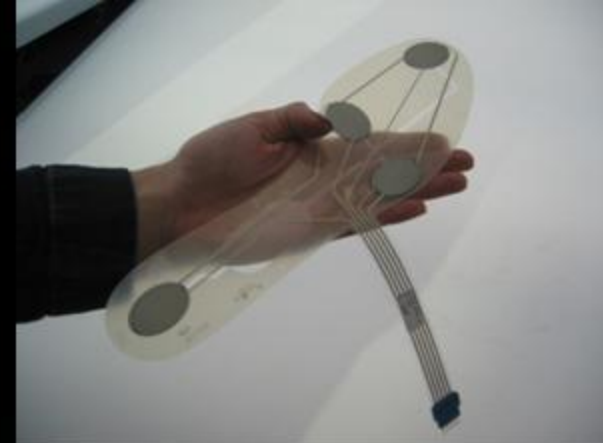
Nike: Sr. Director Advanced Research and Development, Global Footwear 2001-2007

Responsibilities:

*Nike Sports Research Lab
Adv. Product Design ("kitchen")
Adv. Materials Group
Patents Group
Product Engineering Group*



"If you have a body, you are an athlete"

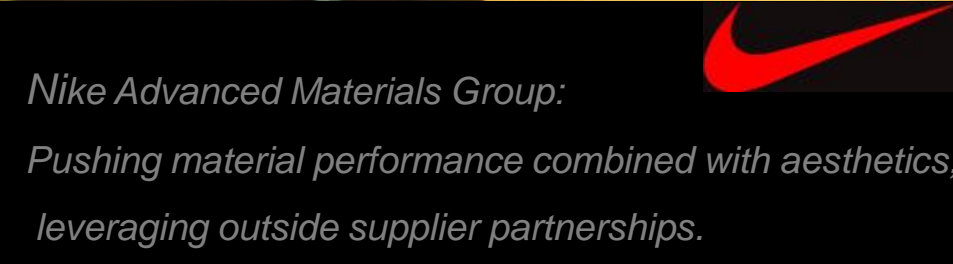


3.50 MI
8.38 PACE
456 CAL

Worlds First wi-fi shoe...developed at Nike R&D 'kitchen" using bluetooth and motion accelerometers , introduced in 2006



Nike Shox, Air/ Urethane



Nike Advanced Materials Group:

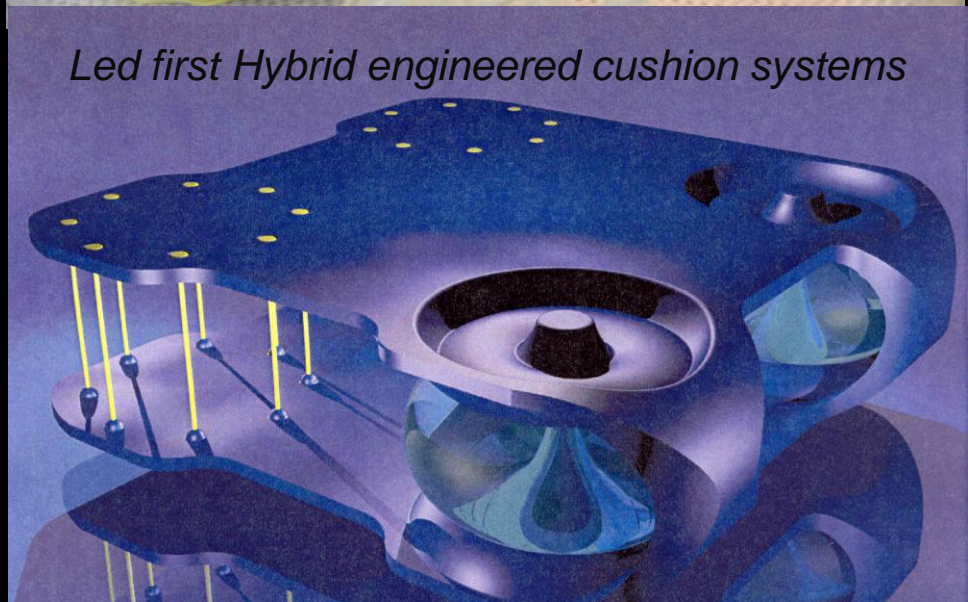
*Pushing material performance combined with aesthetics,
leveraging outside supplier partnerships.*



Ultralight foams became the LunarLight shoe



Led first Hybrid engineered cushion systems





the Flywire shoe



the Free shoe



Laser etching



Suspension cushioning



Sand Runner

Inspired : NatureTech:

*Embracing the natural world
for design solutions and motifs*

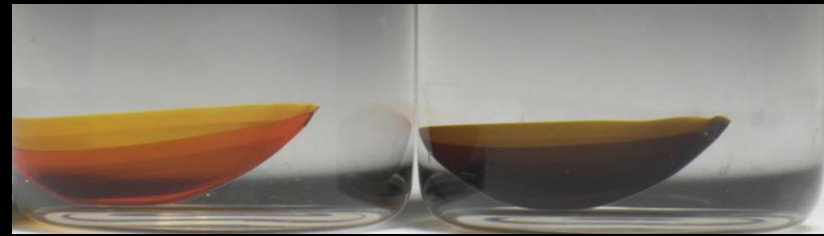


Origami travel shoe

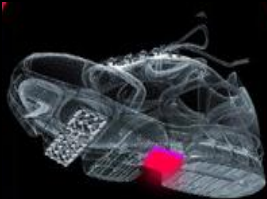


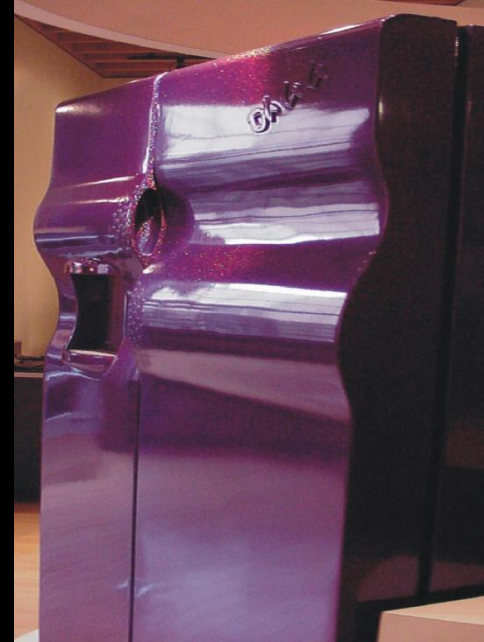
New explorations in Air 360, Hybrid air/ urethane suspension systems, and solar energy surfaces, and optical “confusion” colors





"contact-computing" exploration as future wi-fi shoe display





Maytag Corporation Director, Industrial Design
1998-2000

Responsibilities:

- Bring innovation to the Maytag consumer brands in home appliances (Maytag, Jenn-Air)
- Create a design center of excellence





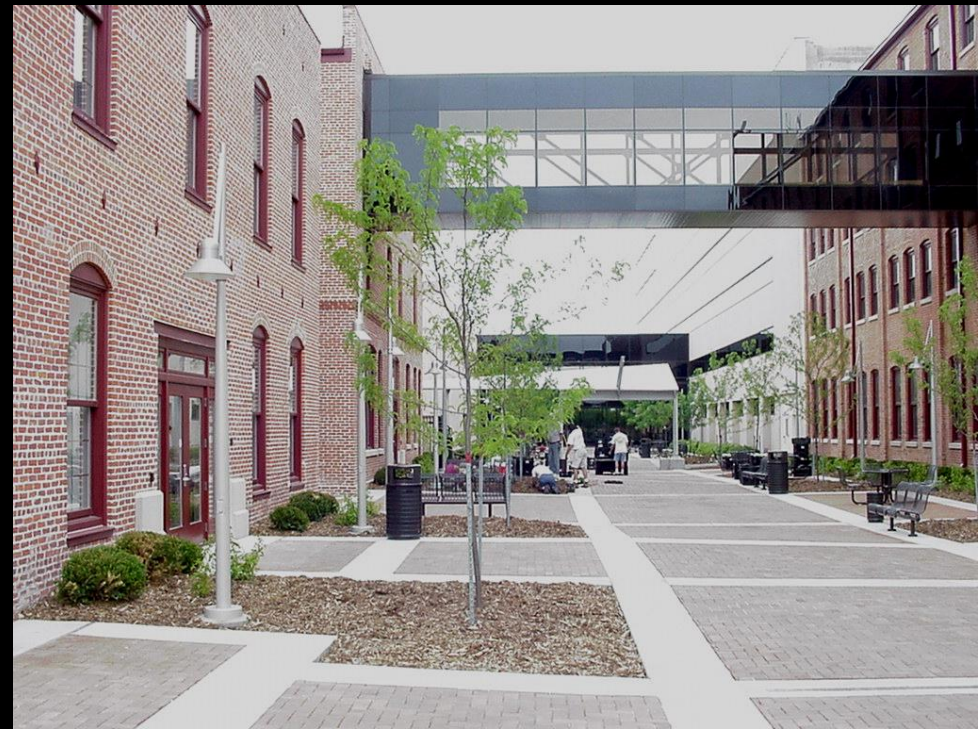
Jenn-Air brand appliances
Maytag brand appliances

Categories:
Refrigeration
Cooking
Laundry
Dishwashing

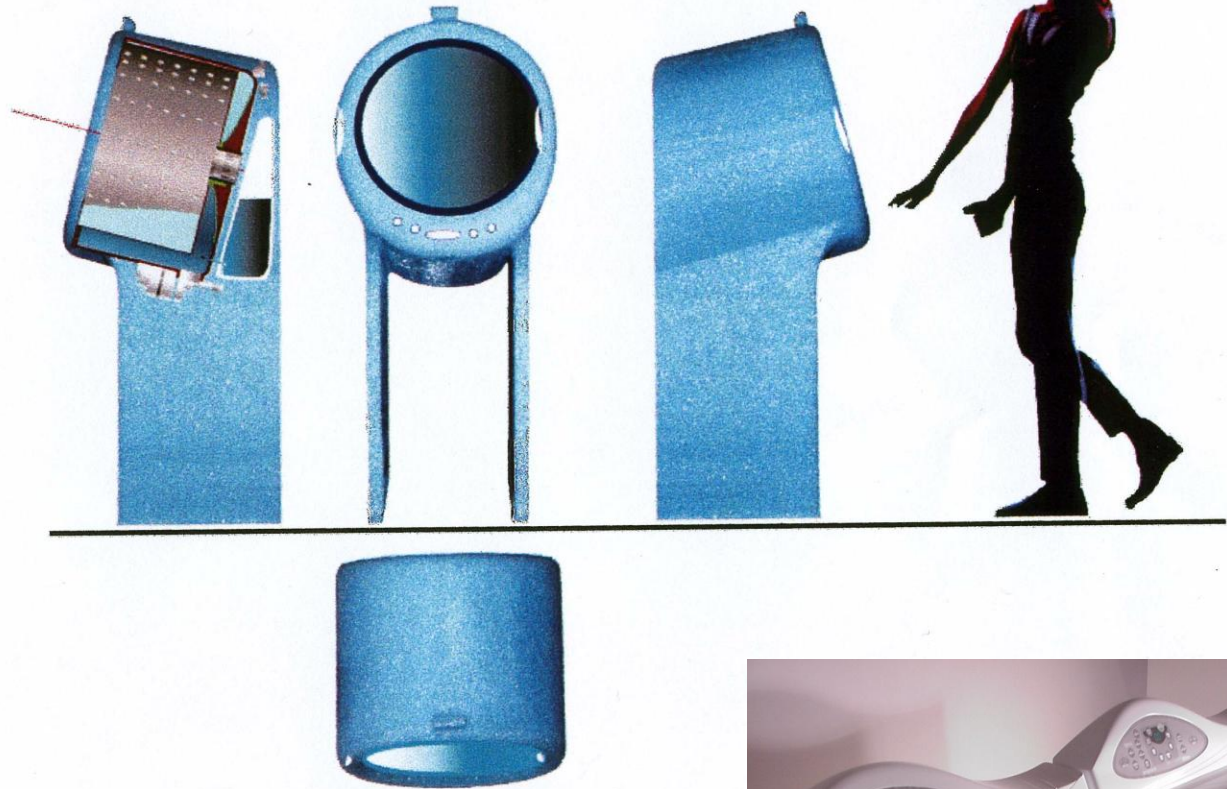


Jenn- Air subsidiary

Created Maytag's first "design center"



Explorations in human factors design, and water as 'metaphor' led to the first digital controlled, tilted front load washer, the Neptune....



MAYTAG

Competition Workshop "Washing the time" - CONCEPT





Full door flat screen display
Integration for refrigerator

Model of dorm room
Laundry system with
Integrated
dryer, clothing basket

(Best of Kitchen and
Bath Show, 1999)

Developed Maytag's first "concept cars" in
laundry and refrigeration:





Ford Motor Company joint project using
Micro appliances (Sanyo Corp.) strategically
placed in a Windstar

Best of Kitchen and
Bath Show, 1998*

* Highest rating in consumer testing of
a concept car in history of company





Ford Maytag Windstar: microwave



Concept “Quad” recreational vehicle for off road, with integrated micro appliances

Full door flat screen display
Integration for refrigerator



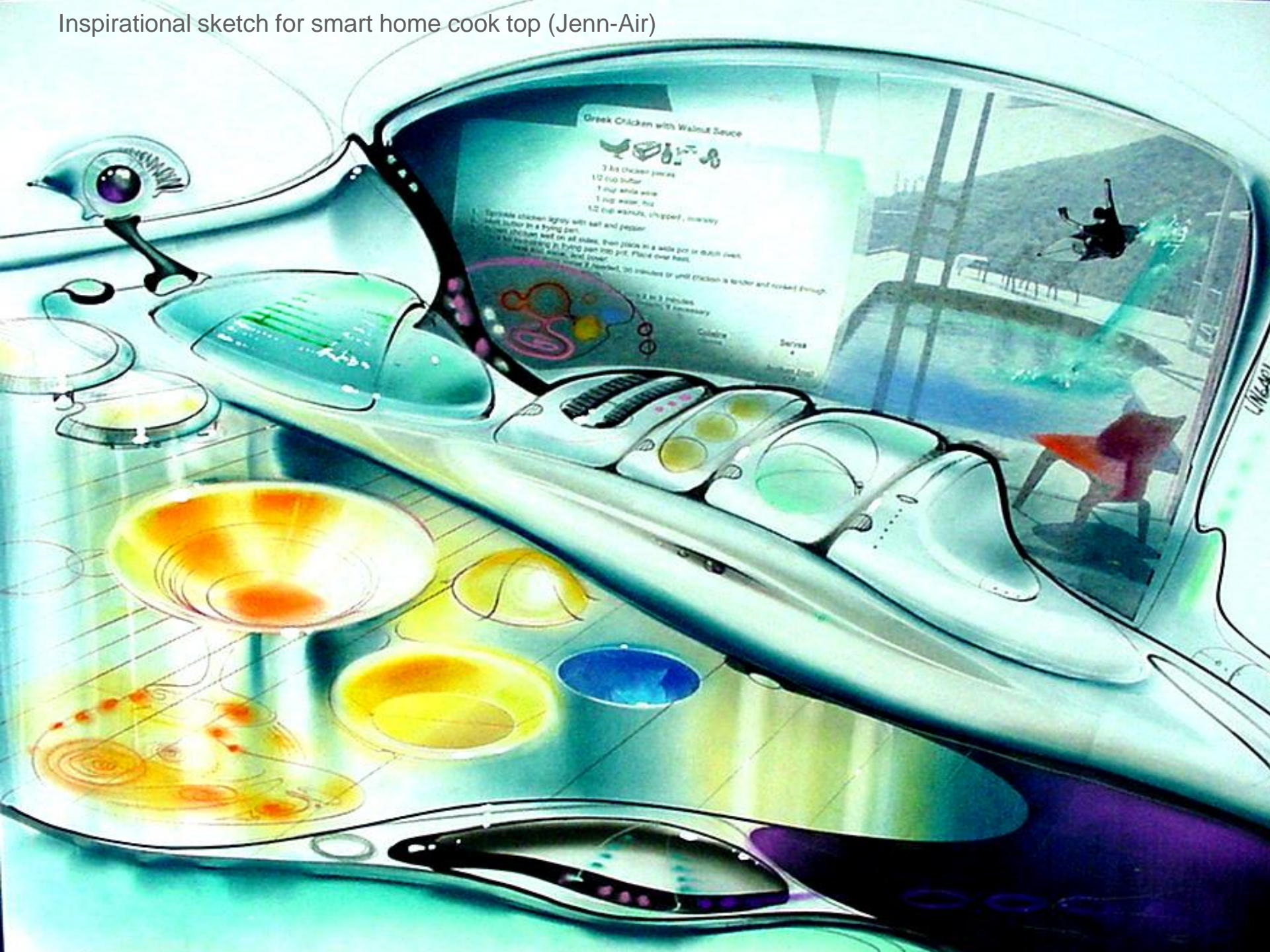
Full size rigid urethane model



Inspirational sketch for in-home “integrated micro appliances”



Inspirational sketch for smart home cook top (Jenn-Air)



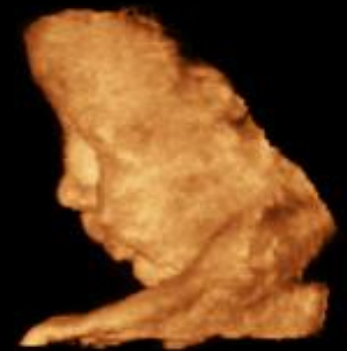


Philips Medical Systems Corporation

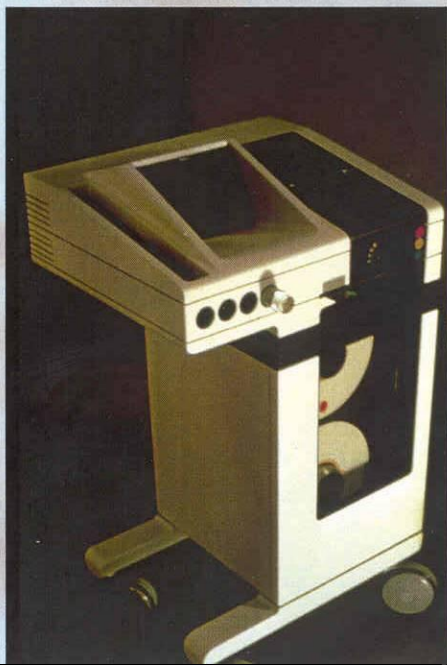
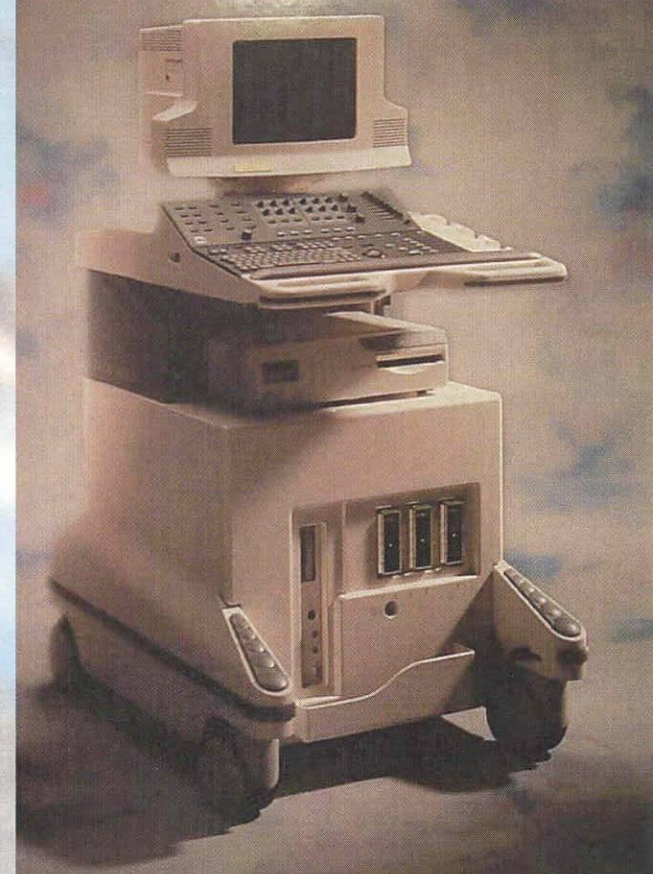
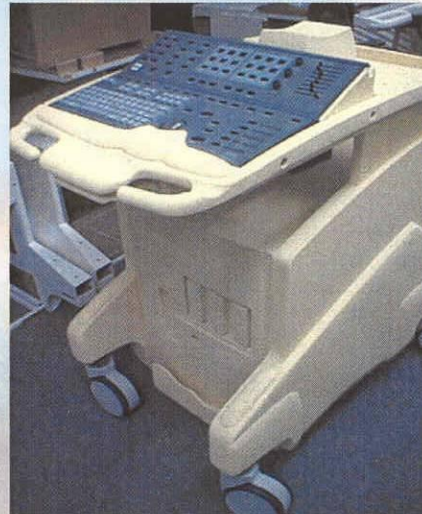
Medical Ultrasound

Industrial Design Manager

1982-1998



32 - WEEK PROFILE



P R E C I S I O N

Responsibilities: full conceptual ideation, design and product development of medical cart / display systems for cardiology, vascular, radiology and obstetrics

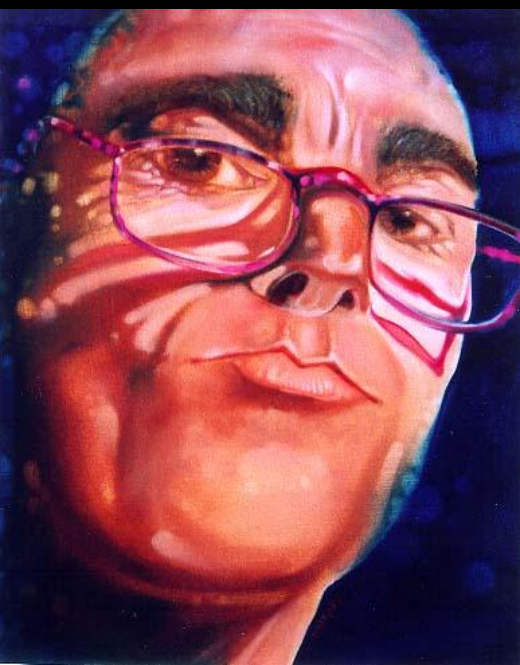


Created Philips Medical Ultrasound group's first in-house usability lab; also responsible for field testing and consumer qualitative testing

The image shows three hand-held ultrasound scanning devices, also known as probes or transducers, resting on a dark, textured surface. The devices are primarily white with black accents. One device on the left has a black trigger-like handle. The other two have more traditional, ergonomic handles. Each device is connected to a thick, white cable that loops across the bottom of the frame. The lighting is dramatic, coming from the upper left, which creates strong highlights on the white plastic of the devices and deep shadows on the dark background.

Hand held ultrasound scanning devices

Developed all of Philips Medical Ultrasound hand held scanning devices, including consumer testing, kinesiology criteria, and creating use case scenarios.



Great Work/ Life balance
Being the best dad and husband possible

Oil Painting

Biking

Practicing Tai Chi

Playing electric guitar, keyboards

Sailing

