

# Cheryl N. Platz

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Portfolio: <http://portfolio.cherylplatz.com>  
Writing: [Medium](#) and my book [Design Beyond Devices](#)  
LinkedIn: <http://www.linkedin.com/in/cherylplatz>  
Mastodon: [@FunnyGodmother](#)  
MobyGames: [Click here](#)

*A uniquely creative design leader and innovator with deep experience in complex system and service design, video game design and production, multimodal user interfaces, conversational user interfaces, AI, facilitation, and storytelling. Fearless in the face of complexity.*

## Recent Experience

### Riot Games

PLAYER PLATFORM

### Director of User Experience

NOVEMBER 2021 – JANUARY 2024

**Lead and grow a global team of 16 user experience designers and managers working on game-adjacent experiences** for Riot Mobile, Riot Client, Console, Commerce, and our Web experiences in addition to the creation of a new developer-focused design team. Provide strategic vision and leadership for projects including Arcane Season 2's out-of-game digital experience and my role **as Design Lead across Riot for the Microsoft Game Pass partnership**, coordinating design across 5 game teams, platform, and publishing to ship in 6 months to millions of players and hundreds of millions of player hours without major experience issues. Serve as Craft Lead for User Experience at Riot, **driving the job architecture, recruiting, DesignOps, process, and community for over 70 full-time UX designers across the company.**

### Bill & Melinda Gates Foundation

HUMAN CENTERED DESIGN (IT)

### Principal UX Designer

DECEMBER 2018 – NOVEMBER 2021

As the principal of our Productivity & Collaboration pillar, **I led a team of designers and define a design strategy for improving BMGF's digital collaboration** via a variety of projects. Drove a yearlong foundation-wide research and design effort that led to an \$2 million investment in an accelerated teleconferencing replacement project and **directly led to the foundation's pandemic preparedness regarding remote collaboration in 2020.** Drove user research, ideation, & design for the foundation's new **Knowledge Management** initiative. Managed UX designers & Agile backlog, served on steering & strategy committees.

### Microsoft

BUSINESS APPLICATIONS GROUP

### Principal Designer

AUGUST 2016 – OCTOBER 2018

As Design Lead for the new cross-product **Power Platform Admin Center**, drove the design of a portal unifying 4 disparate administrative experiences across PowerApps, Flow, & Dynamics. As Design Lead for **Azure and the Azure Marketplace**, developed and evangelized design guidelines used by over 70 Azure portal partner teams - and designed the Jan 2017 relaunch of Azure's cloud e-commerce site and a major update to sister site AppSource.com. Design leader for pre-production and alpha launches of conversational AI authoring tool **Power Virtual Agents**, including storyboarding, concept work, and information architecture.

### Amazon

ALEXA VOICE USER INTERFACE TEAM

### Senior UX Designer

OCTOBER 2015 – JULY 2016

Designed and delivered the cross-product **Alexa Notifications system**, including a new device-agnostic interruption model, VUI for retrieving notifications, and the Do Not Disturb feature. Collaborated with the **Echo Show platform** team on a new cross-product taxonomy for multimodal Alexa interactions, and the integration of notifications into our first deeply multimodal device. **Represented Amazon voice design in major 3P engagements**, including Sonos and Ford.

ENGAGEMENT DESIGN GROUP

SEPTEMBER 2014 – OCTOBER 2015

As the **first designer on the Echo Look project**, conducted research and created storyboards to drive product vision from initial concepts to product proposals and eventual funding approvals from CEO Jeff Bezos, Devices VP David Limp, and other stakeholders. Drove **Speech and voice UI** for the Echo Look through concept and product definition phases. Researched, designed, prototyped, and **authored final business and hardware requirements.**

## Skills

Agile development/design  
Brainstorming & ideation  
Cognitive walkthrough  
Content design & strategy  
Contextual inquiry  
Design systems  
Ethnographic research  
Facilitation  
Flows & diagrams  
Heuristic evaluation  
Information architecture  
Interviewing  
Journey mapping  
Management  
Presentations  
Prototyping (functional)  
Public speaking  
Service design  
Storyboarding  
Surveys & diary studies  
Usability studies  
Wireframing  
Workshop design  
Visual design

## Tools & Languages

Azure & AWS  
Adobe Illustrator  
Adobe Creative Cloud  
Basalmiq  
C, C++, C#, Node.js  
CSS & HTML  
Dovetail, Delve, Trello  
Figma, Sketch, Adobe XD  
Java & Javascript  
MS Office  
MURAL, Miro

**Granted US Patent: [Post-Drive Summary with Tutorial](#)**

# Talk & Workshop Highlights

[KEYNOTE](#) **Opti-Pessimism: Design for the best case, build for the worst**  
*Interaction Latin America 2019, UX Scotland 2019, DEVit 360 2018*

[TALK](#) **The Future of Voice**  
*Amuse UX 2018, UX London 2018, Microsoft Research, Webdagene 2017*

[TALK](#) **Collaborative Creativity with Improv**  
*DesignOps Summit 2018, TEDxSeattle Women 2019*

TALK **New Solutions to Old Problems: VUI Design**  
*UX Days Tokyo 2019, UX Days Seoul 2019, An Event Apart 2019*

[KEYNOTE](#) **From Blank Page to World Stage**  
*Interaction 18, Design Matters 2017 (Copenhagen)*

WORKSHOP **Giving Voice to Your Voice Designs**  
*UX Days Tokyo 2019, UX Days Seoul 2019, UX Week 2017, Interaction 17, UX Lisbon 2017, UX London 2018, EuroIA 2017, Webdagene 2017*

# Education

## Carnegie Mellon University

BACHELOR OF SCIENCE (B.S.)  
Computer Science &  
Human-Computer Interaction (2002)

*Andrew Carnegie Scholar: 4-year scholarship awarded to top 1% of admitted students*

## Carnegie Mellon University

GRADUATE STUDY (no degree)  
Entertainment Technology Center

# Additional Experience

## Carnegie Mellon University

HEINZ COLLEGE

Teach my original course "Why We Play: The Craft of Video Games" to students in the Master's of Entertainment Industry Management program

## Adjunct Instructor

JANUARY 2024 - PRESENT

## Ideaplatz, LLC

DESIGN EDUCATION &  
CONSULTING

As sole proprietor of a boutique design consultancy, deliver design education internationally via workshops and talks to clients including BMW Group, Microsoft, and Facebook. Provided expert guidance under NDA to companies pursuing conversational UI. Self-published Alexa skills including 2 recognized as top skills by usage.

## Principal and Owner

AUGUST 2017 - PRESENT

## Microsoft

MULTIPLE BUSINESS UNITS

## Senior UX Designer

NOVEMBER 2007 – SEPTEMBER 2014

2012-2014: Lead designer on multiple **Windows Automotive** systems and features: voice UI, shell design, and notifications. On the **Cortana team for Windows 10**, designed multimodal features on desktop and phone including inline correction of speech input, meeting scheduling, messaging, and email.

2007 – 2012: Designed graceful solutions for IT products that manage hundreds of thousands of devices and objects, both on-prem and in the cloud. One of two designers on the massive **System Center Configuration Manager 2012**. Feature design for **Windows Intune Wave C & D**.

## Amaze Entertainment

GRIPTONITE GAMES STUDIO

## Lead Producer

NOVEMBER 2004 – NOVEMBER 2007

Directly responsible for management & creative direction of Game Boy Advance and Nintendo DS dev teams of 8 – 15 artists and developers with budgets ranging from \$750,000 to \$1.85 million. Game production, Game design, writing, management, client relations, coding, UX, etc.

## Electronic Arts

MAXIS STUDIO

## Assistant Producer

MAY 2003 – NOVEMBER 2004

Managed daily publishing, production, and design tasks. Wrote original in-game text for multiple games.

## Walt Disney Parks & Resorts

DESTINATION DISNEY ON-SITE

## Interaction Designer

SUMMER 2002

## MAYA Design

Interaction Designer (2001, 2002)

# Books

## [Design Beyond Devices:](#)

*Creating multimodal, cross-device experiences*

BY CHERYL PLATZ

*Published by Rosenfeld Media*

[Read a sample chapter](#)

# Shipped Game Experiences

Xbox Game Pass @ Riot Games (5 games)

Disney Friends (DS)

Pirates of the Caribbean: At World's End (DS)

Pirates of the Caribbean: Dead Man's Chest (GBA/ DS)

The Chronicles of Narnia (GBA)

The Sims 2 (PC)

The Urbz (GBA, DS launch title)

The Sims Bustin' Out (GBA, XBOX/GC/PS2)

The Sims Makin' Magic (PC)

# Top Articles

[Pretty Please, Alexa](#)

Medium Featured Story

[Voice UI Design: New Solutions to Old Problems](#)

Microsoft Design @ Medium

[Why Pokémon Go Will Have Incredible Staying Power](#)

Forbes.com