About the Interaction Design Foundation

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Description:

With 82,024 graduates, the Interaction Design Foundation is the biggest online design school globally. We were founded in 2002... We’re market leaders in online design education because the world’s leading experts create our content and because we’re specialized in design. Our courses cover the entire spectrum of UX design from beginner to advanced.

Stakeholder(s):

IDF Clients:
Our Course Certificates are trusted by industry leaders such as IBM and Adobe who train their teams with our courses. Universities such as MIT and the University of Cambridge include our material in their curricula. Our clients:

IBM:
HP
Adobe
GE
Accenture
Allianz
Phillips
Deezer
Capgemini
Mcafee
SAP
Telenor
Cigna
British Parliment
State of New York
Massachusetts Institute of Technology
University of Cambridge
Imperial College London
Stanford University
Indiana University

IDF Executive Board:
The Executive Board oversees and guides the overall direction of the Foundation. The composition of the board reflects our mission to serve both industry and academia.

Donald A. Norman:
Director of The Design Lab at the University of California, San Diego La Jolla, California, United States — Don Norman is Director of the Design Lab at the University of California, San Diego, cofounder of the Nielsen Norman Group, a member of the National Academy of Engineering, IDEO fellow, and former Vice President of Apple. He serves on numerous company and educational advisory boards and boards of directors. He has published 18 books translated into 24 languages including Emotional Design and Design of Everyday Things. He can be found at www.jnd.org

Daniel Rosenberg:
Founder of rCDO UX (Former Chief Design Officer at Oracle and SAP), San Jose, United States — Daniel Rosenberg is a global UX executive with the full range of skills in interaction design, usability metrics, game design and design management. He has dozens of publications in the field and is a frequently requested speaker at UX conferences and consultant. During his period as UI Architect for Borland he invented many of the design patterns still popular in contemporary GUI design. These include the design of the modern programming IDE and the use of “tabs” as an organizing principle for object oriented properties. Books he has contributed to the UX field include the textbook “Human Factors in Product Design” (Elsevier 1991) as well as chapters in the “Handbook of Human Computer Interaction” (Elsevier 1988), “Coordinating User Interfaces for Consistency” (Academic Press 1989) and “Usability in Practice” (Academic Press 1994). He was a founding editor of ACM’s NetWorker magazine and is an active member of the interaction-design.org advisory board. Specialties Global User Experience, Design Management, User Interface Design, Usability Measurement, Design Thinking & UX Strategy Consulting.

Irene Au:
Design Partner at Khosla Ventures, San Francisco, United States — Irene is the former head of UX and Design at Google.
Stakeholders (continued)

Currently, she is an operating partner at Khosla Ventures, where she works with portfolio companies to make their design great. She is dedicated to raising the strategic value of design and user research through better methods, practices, processes, leadership and quality. Irene does this by building high performing teams, establishing design practices, mentoring and growing the next generation of great designers and directing the design of interfaces and experiences. She drives strategic discussions at the highest levels of companies, focusing first on user needs to inspire product innovation. A lifelong gadget girl and math and science geek, Irene built robots in college and went to graduate school at the University of Illinois at Urbana-Champaign to pursue studies in electrical and computer engineering. There, she found herself surrounded by young men who built technology for the sake of technology; however, Irene’s passion was to build technology inspired by people’s needs directed at solving real problems, so she carved her own path. Through coursework in engineering psychology and human factors, computer science and industrial engineering, she created her own program of study in human-computer interaction (HCI) during a time when studying HCI was unheard of. Irene then went on to be among the first designers with such a background in the consumer Internet space and began her career as an interaction designer at Netscape Communications. After Netscape, Irene joined Yahoo! in 1998, where she established Yahoo’s user experience design practice and led the team for eight years. In 2006, Irene joined Google and led the user experience team there for six years, where she was responsible for design and research for all Google-branded products worldwide. Following Google and prior to joining Khosla Ventures, Irene ran product design at Udacity. Irene holds a bachelor’s of science degree in electrical and computer engineering from the University of South Carolina Honors College summa cum laude and a master’s of science degree in industrial engineering and human-computer interaction from the University of Illinois, Urbana-Champaign.

Jonas Löwgren:
Professor of Interaction Design at Linköping University, Eksjö, Sweden — Jonas Löwgren is an interaction designer, researcher and teacher. Currently employed as professor of interaction and information design at Linköping University, Sweden. Main areas of expertise include collaborative media, interactive visualization and the design theory of digital materials.

Michael Arent:
Board Member of Counter Culture Labs (Former Design Director at GE), Palo Alto, CA, United States — Michael Arent is a Board Member of Counter Culture Labs (Oakland, CA), and involved in a humanitarian “bio-hacking” project, Open Insulin, to develop open source insulin. From 2013 to 2015, Michael served as the Design Director at GE Software Center of Excellence. Prior to joining GE, Michael was the Vice President of User Experience at SAP Business Objects, a division of SAP focused on analytics and business intelligence software solutions for the global business marketplace. He leads a global team of user experience professionals who conceptualize, design and assure the usability and harmonization of user interfaces and user experiences for a family of analytics and business intelligence products and solutions. Prior to joining SAP, Michael managed and led design teams at companies such as Peoplesoft, Adobe, MetaDesign, Sun, and Apple Computer. He has been involved in forward thinking projects including advanced computer technologies exploration, interactive multimedia, interactive TV, broadband connected home, internet-based commerce in addition to enterprise business and analytics software solutions. Michael is co-author of two definitive books on software prototyping, Effective Prototyping for Software Makers and Effective Prototyping with Excel in addition to being the holder of six technology patents granted in the U.S. and internationally.

Bill Buxton:
Principal Researcher at Microsoft, Toronto, Canada — Bill Buxton is an interaction designer and researcher. He is Principal Researcher at Microsoft Research and prior to that, he was Principal of his own Toronto-based boutique design and consulting firm, Buxton Design. Bill is one of the pioneers in computer music, and has played an important role in the development of computer-based tools for film, industrial design, graphics and animation. As a researcher, he has had a long history with Xerox’ Palo Alto Research Center and the University of Toronto (where he is still an Associate Professor in the Department of Computer Science, and Visiting Professor at the Knowledge Media Design Institute). During the fall of 2004, he was a lecturer in the Department of Industrial Design at the Ontario College of Art and Design, and during the Spring of 2005, he was a Visiting Scientist at Microsoft Research, Cambridge. From 1994 until December 2002, he was Chief Scientist of Alias|Wavefront, and from 1995, its parent company SGI Inc. In 2001, the Hollywood Reporter named him one of the 10 most influential innovators in Hollywood. In 2002 Time Magazine named him one of the top 5 designers in Canada, and he was elected to the ACM’s CHI Academy.

IDF Operations Team:
Daily Operations Team — The Daily Operations Team is responsible for the day-to-day operations of the Interaction Design Foundation. From creating content to perfecting the platform, the team ensures that the website works smoothly every day, for everyone around the world.

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Strategic Plan

Stakeholders (continued)

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Here are some of our contributing authors. These highly regarded professors and industry experts reflect our focus on creating top quality literature on UX design.

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IDF Continent Managers:  
The Continent Managers are responsible for managing the Local Groups on each continent with the help of Country Managers and Local Leaders.

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The Country Managers are responsible for managing the Local Groups in their respective countries. Each operates with the help of the Local Leaders in that country.

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Vision
Improved quality of life

Mission
To Improve Your Career

Values
- Human-Centricity
- Democratization
- Skills
- Education
- Expertise
- Leverage
- Quality of Life
1. Skills

*Teach design skills to advance careers and build a better future for employees and employers.*

**Stakeholder(s)**

Employees

Employers
2. Leverage

*Teach how to leverage the power of design.*

in the same way companies such as Apple and Google do.
3. Quality of Life

*Help apply design skills to improve the quality of life for humankind.*

We live in a world filled with inefficient and frustrating design and you can make a positive impact by designing human-centered technology.
4. Education

Democratize education by providing top-quality, online design courses at a fraction of the cost of traditional education.
5. Expertise

Offer the best expertise from both high-tech companies and academia.

**Stakeholder(s)**

**High-Tech Companies**

**Academia**

We produce top-grade learning materials with elite industry designers from Google and IBM as well as top professors from Stanford, MIT and Cambridge University.
6. Learning & Advancement

Facilitate learning and career advancement.

in 467 Local Groups in 95 countries.

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Administrative Information

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