



Kyle Pontier | Design for Human Affairs





**“Kyle’s fascinating background in design thinking, strategy, research, and physical/digital interaction make him well-suited to leadership in ambiguous and technically challenging spaces”**

**– Ashley Arhart**  
Design leadership at Meta

Hello.

## Experienced design leader seeks opportunities to bring innovative solutions to business, people, and technology challenges.

As a seasoned design leader with over 20 years of experience in the industry, I am excited to bring my expertise and passion for innovation to the most challenging problems and novel opportunities. With a strong focus on the intersection of business, people, and technology, I have a track record of driving a people-focused lens in the envisioning, invention, and development of cutting-edge technology and experiences.

Throughout my career, I have been fortunate to be involved in some truly audacious endeavors, and I have always approached my work with a sense of curiosity and a desire to continuously learn and grow. I pride myself on my ability to adapt to new challenges and find creative solutions to complex problems.

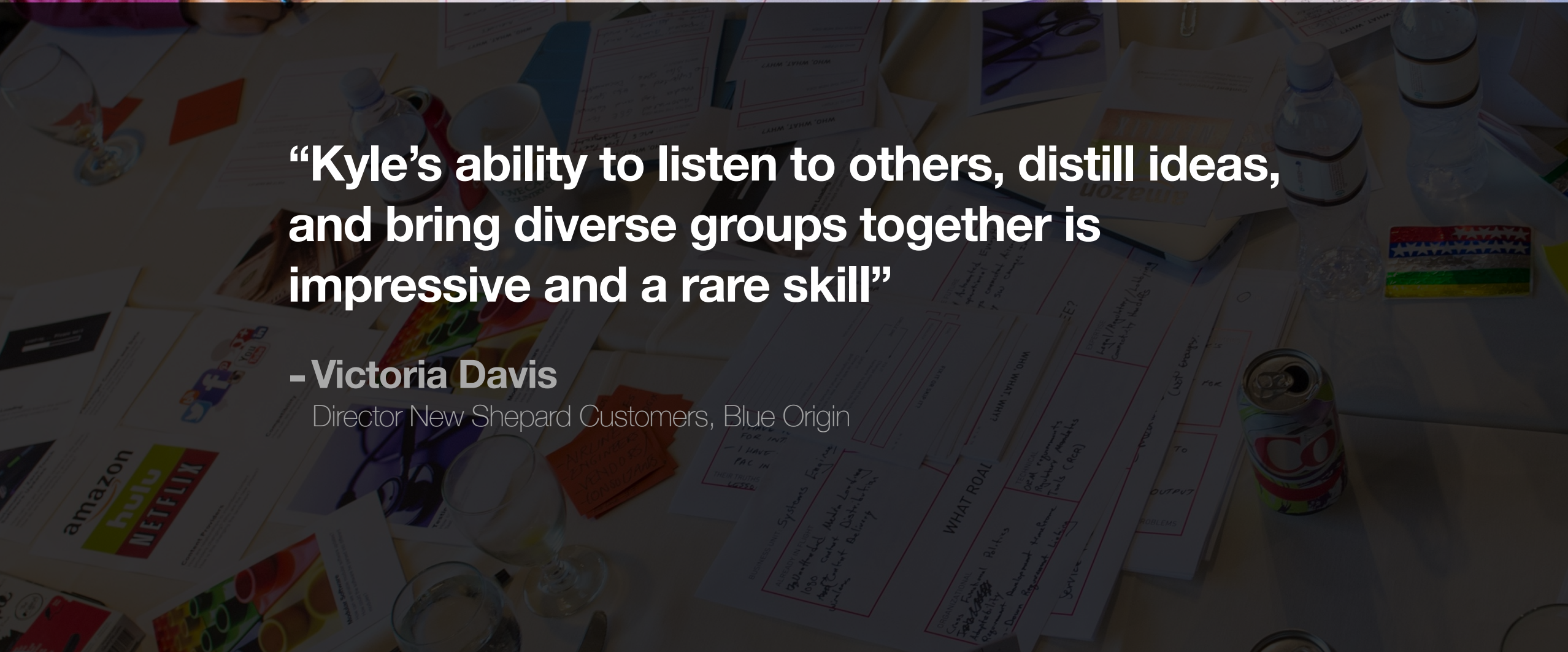
In addition to my technical skills, I am a strong communicator and collaborator, and I have always valued the importance of building strong relationships with my colleagues and clients. I would be excited to share more about my experiences, knowledge, and expertise, and I believe that my skills and abilities have the potential to add value to any organization. I look forward to discussing possible engagement opportunities further and exploring how we can work together to achieve success.





**“Kyle’s ability to listen to others, distill ideas, and bring diverse groups together is impressive and a rare skill”**

**- Victoria Davis**  
Director New Shepard Customers, Blue Origin



## **Leadership Approach.**

### **Design-thinking expert leads with creativity, collaboration, and continuous improvement to drive innovation and success.**

As a design-thinking expert, my management approach and leadership style is focused on fostering a culture of creativity, collaboration, and continuous improvement. I believe that the key to driving innovation and achieving success is to create an environment where team members feel empowered to take risks, challenge the status quo, and openly share their ideas.

To this end, I work to create safe and inclusive spaces where team members feel comfortable voicing their thoughts and opinions, and where diversity of thought is valued and encouraged. I also prioritize open and transparent communication, ensuring team members have the information and resources they need to succeed.

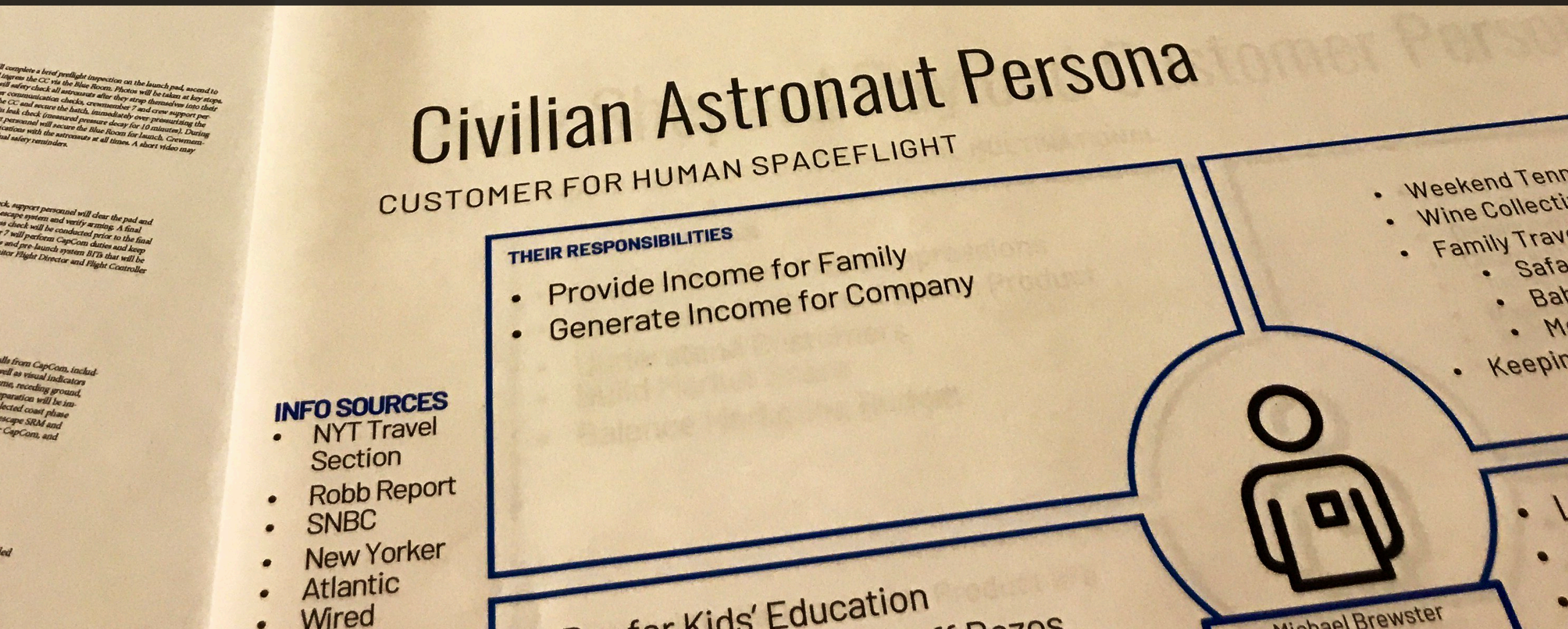
As a leader, I work to empower my team members and give them the agency to make decisions and drive their own work. I believe in giving people the freedom to be creative and take ownership of their projects, while also providing support and guidance as needed. I strive to be a mentor and coach, helping team members develop their skills and reach their full potential.





**“Kyle has great skill in bringing focus and clarity to complex spaces, distilling meaning and direction from details”**

**- Andy Cargile**  
Director of Research and Strategy, TEAGUE



**Design Approach.**

**Collaborative design-thinking leads to successful innovation and transformation through problem-solving and user-centric solutions.**

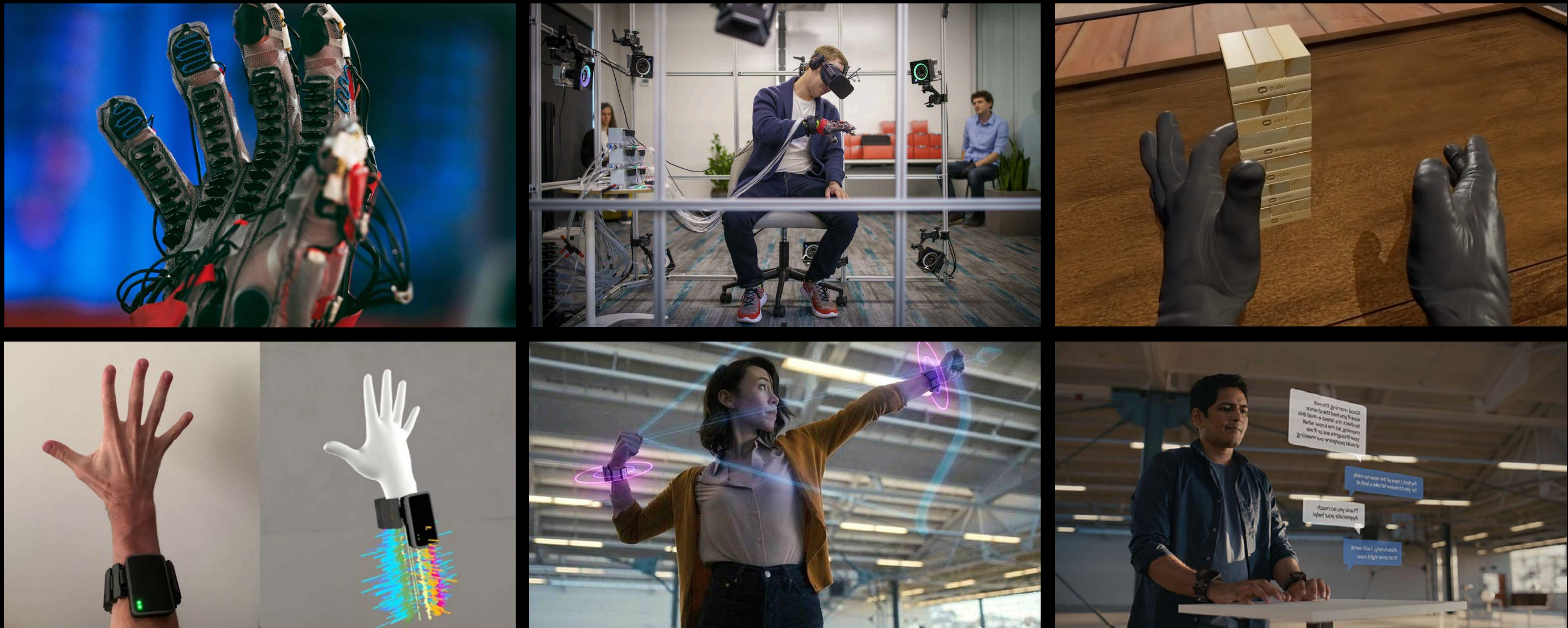
I believe that a collaborative design-thinking approach is essential for delivering meaningful results through effective problem solving, innovation, and transformation. By bringing together diverse perspectives and ideas from cross-functional teams, we can generate a wide range of potential solutions and find the best path forward, balancing viability, desirability, and feasibility to create the greatest value for the company and its customers. A key component of this approach is a focus on the end user and their needs and desires, which allows us to create outcomes that have a positive impact on people's lives.

I have a strong track record of envisioning and driving strategy to achieve big-picture results, and am skilled at navigating ambiguity and complexity to identify and pursue long-term opportunities for innovation and transformation. I excel at leading multidisciplinary teams and working closely with cross-functional partners to translate big-picture vision into actionable plans and deliver meaningful results.

Now, let’s go look at some examples!



## Envisioning the Future of Consumer and Creator Haptics



Cutting-edge research science and engineering is rapidly progressing haptic technologies to life-like simulations of the human's intricate sense of touch. *What will creators make for consumers with this capability? How will creators use this capability to make the things they make? What natural or super-natural abilities can be invoked, experienced, or utilized?* To shape the haptics research pillar's vision and strategy, I started a collaboration program with first party platforms, third-party developers, and industry partners to explore these questions and envision the future of communication, creation, entertainment, and productivity. Outcomes fueled the next generation of human-computer experience visions, product strategies, and technology investments in order to holistically align and drive the haptics research pillar forward.

## Provocations on the Future of Human-Computer Input



*Did you know that a catfish can taste with it's skin? How about that humans only have high-resolution vision in about 1% of their visual field? Have you ever wondered if you could virtually taste something by looking at what someone else is touching?* Future immersive technologies will enable us to extend, combine, and warp our senses together like a science fiction novel. To help guide future technology research investments, I led a cross-functional group of scientists, researchers, and designers to iteratively and continuously dive-deep on human and animal sensations and perceptions. Outcomes framed the multi-faceted possibilities of input modalities, explored new paradigms of understanding and interacting with the world around us, and developed new social-cultural and social-technical value propositions.

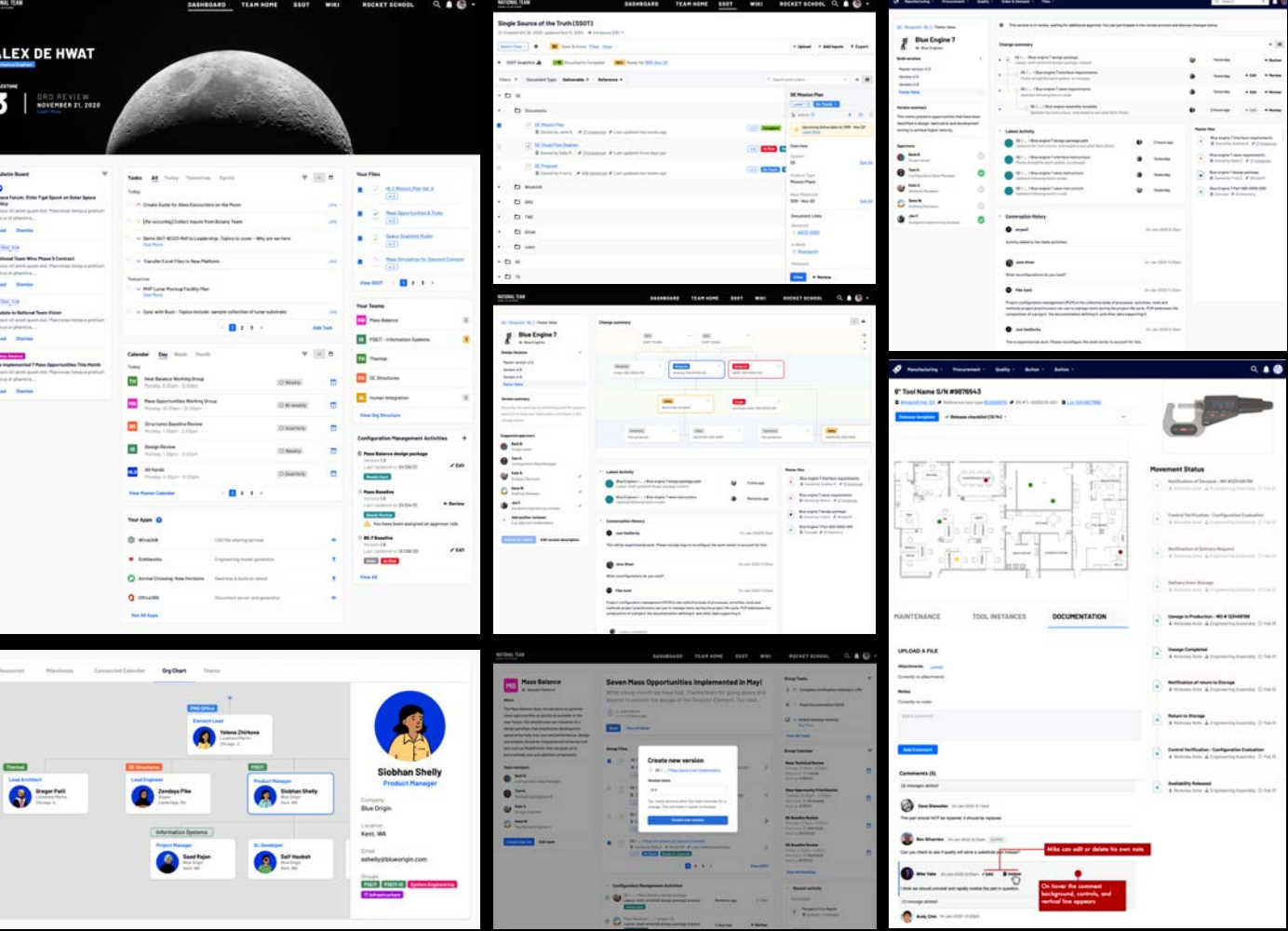


## The Value of Design @ Blue

Blue Origin / Human Experience Design / Services and Capabilities			
SW	HW	Env	Comms
Interaction Design Information Arch Information Design Content Design Visual Design Prototyping	Industrial Design Mechanical Design	Nav + Way finding Interior Architecture Terrestrial Arch Space Architecture	Brand + Identity Comms Design Graphic Design Event Design Motion Graphics Film / Storytelling Packaging Apparel
Service Design			
Design Strategy			
User Research			
Human Factors			

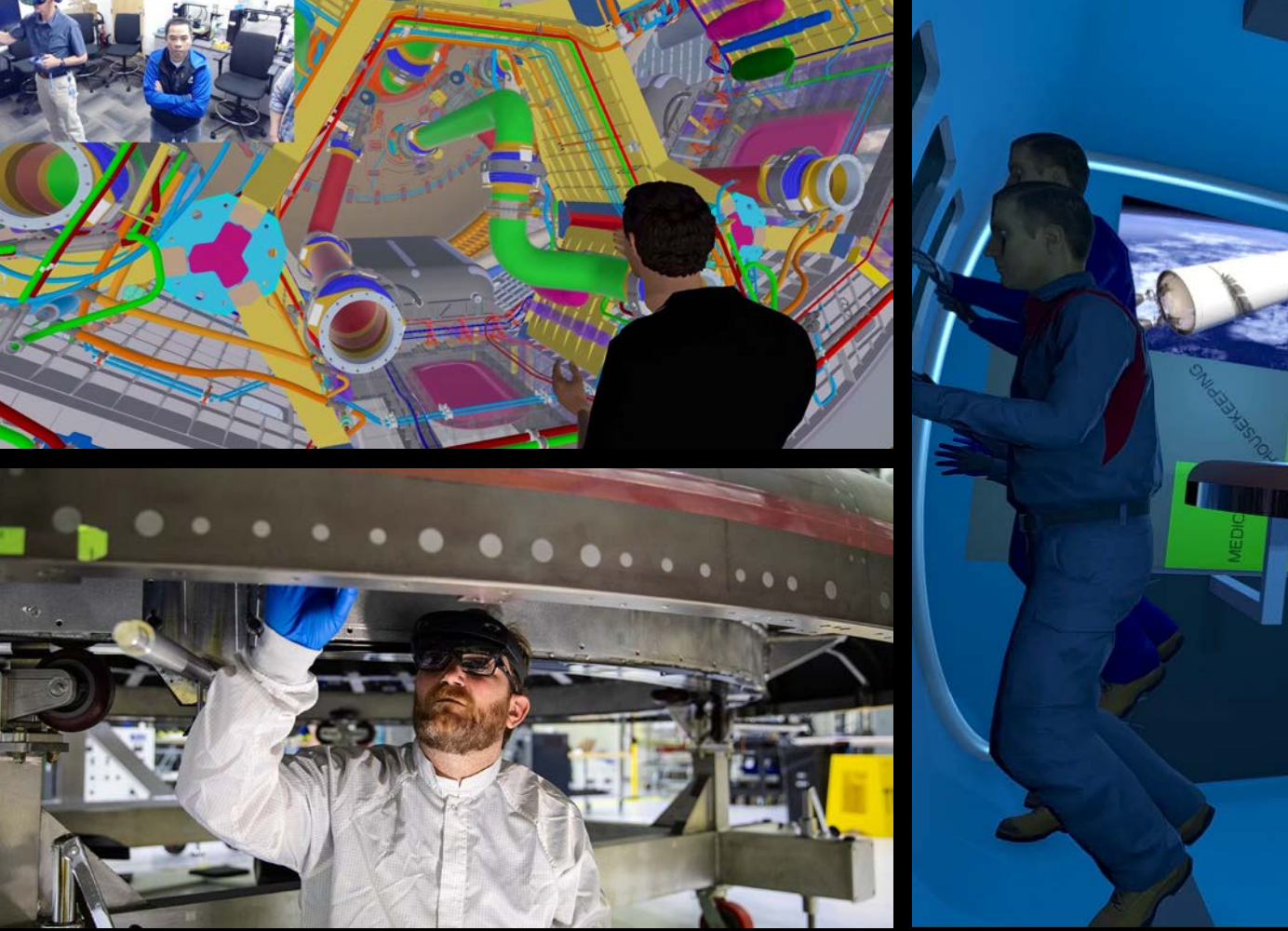
One of my main goals at Blue Origin was to introduce and establish Human Experience Design as a core value. I methodically worked to engage and coach stakeholders by leading design-driven projects that delivered measurable successes for our programs, operations, and culture. These efforts generated demand for design services and capabilities across the company, which led to the creation of the first experience design team and helped spread the value of Design throughout Blue.

## Global Design Language System



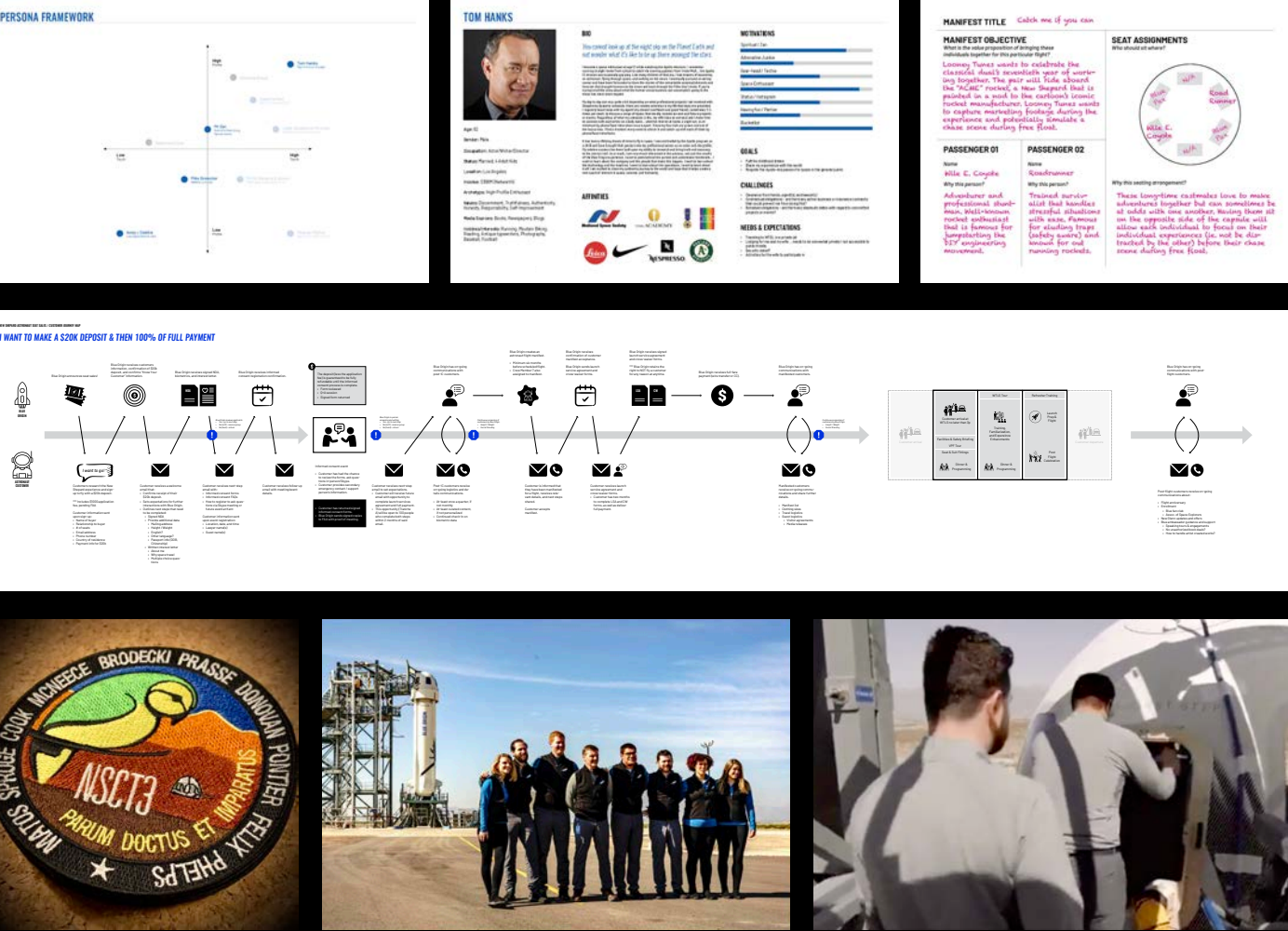
A foundational initiative driven by the experience design team was the creation of a global design language system and component library. The DLS tied together a dozen bespoke applications with common (and customizable) interface patterns and elements that enabled end-users to engage and use disparate systems with more simplicity, clarity, and efficiency. Overall, the global DLS increased the quality of applications while reducing the time and cost to develop, operate, and maintain them.

## Corporate AR/VR Vision and Strategy



As extended-reality capabilities started to emerge in ad-hoc groups and situations around Blue, I was asked to lead the creation of the corporate AR/VR vision and strategy. Through the framing of applied opportunities and associated business cases, we formalized the people, products, and processes that propelled AR/VR capabilities into the nominal workflow of engineering activities and manufacturing operations, which increased quality, safety, and throughput, while reducing time, error, and cost.

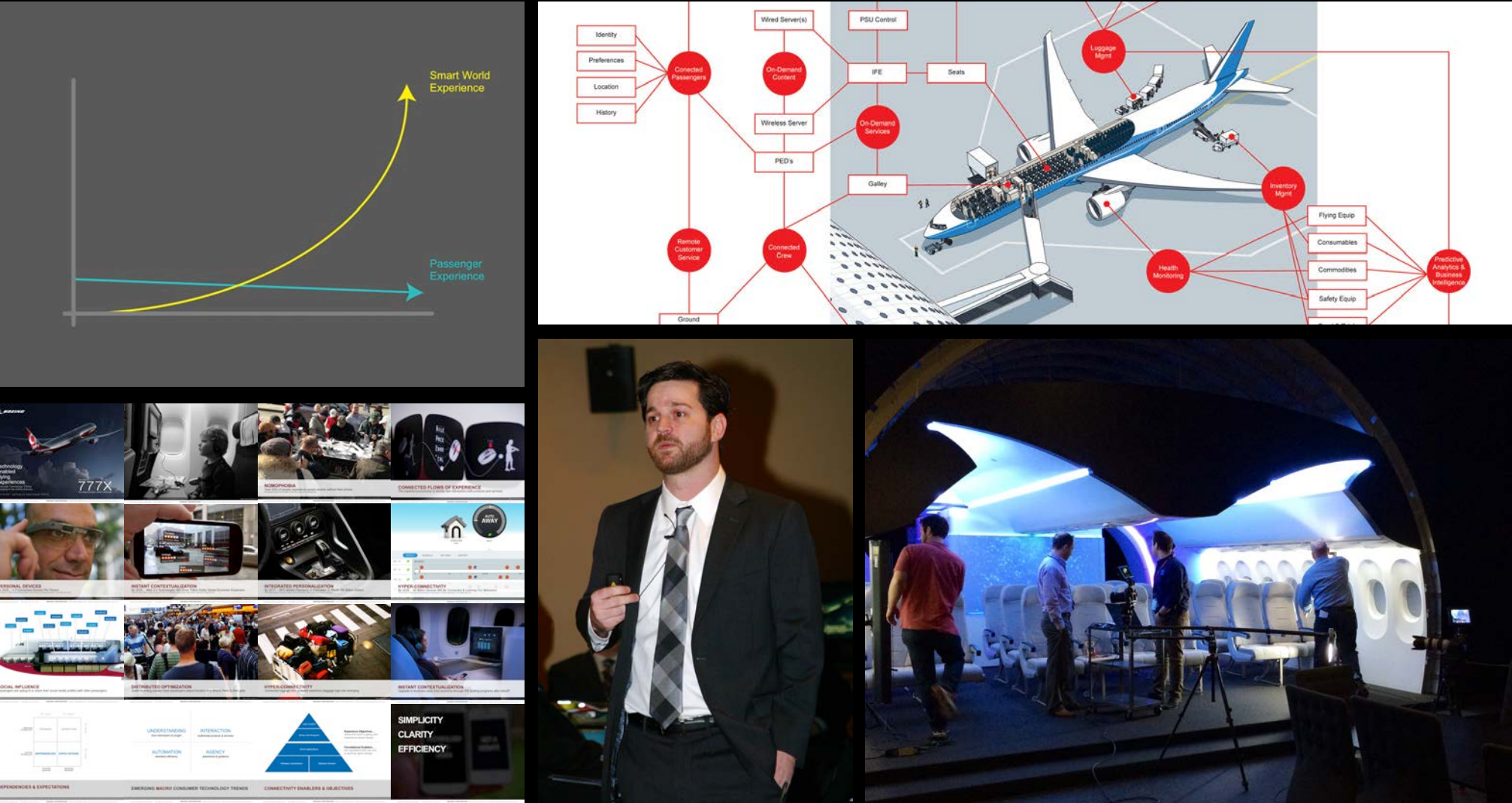
## Astronaut Experience Strategy



As a core member of the New Shepard astronaut team, I led the creation of the astronaut experience strategy while facilitating the development of goals, principles, tenets, personas, and service blueprints that shaped the business strategies, operations, and policies for commercial human space flight. I was also selected as “Astronaut 6” in the first cohort of AX rehearsals, where I delivered customer experience insights that shaped requirements, processes, and experiences for Blue Origin’s first human flight.

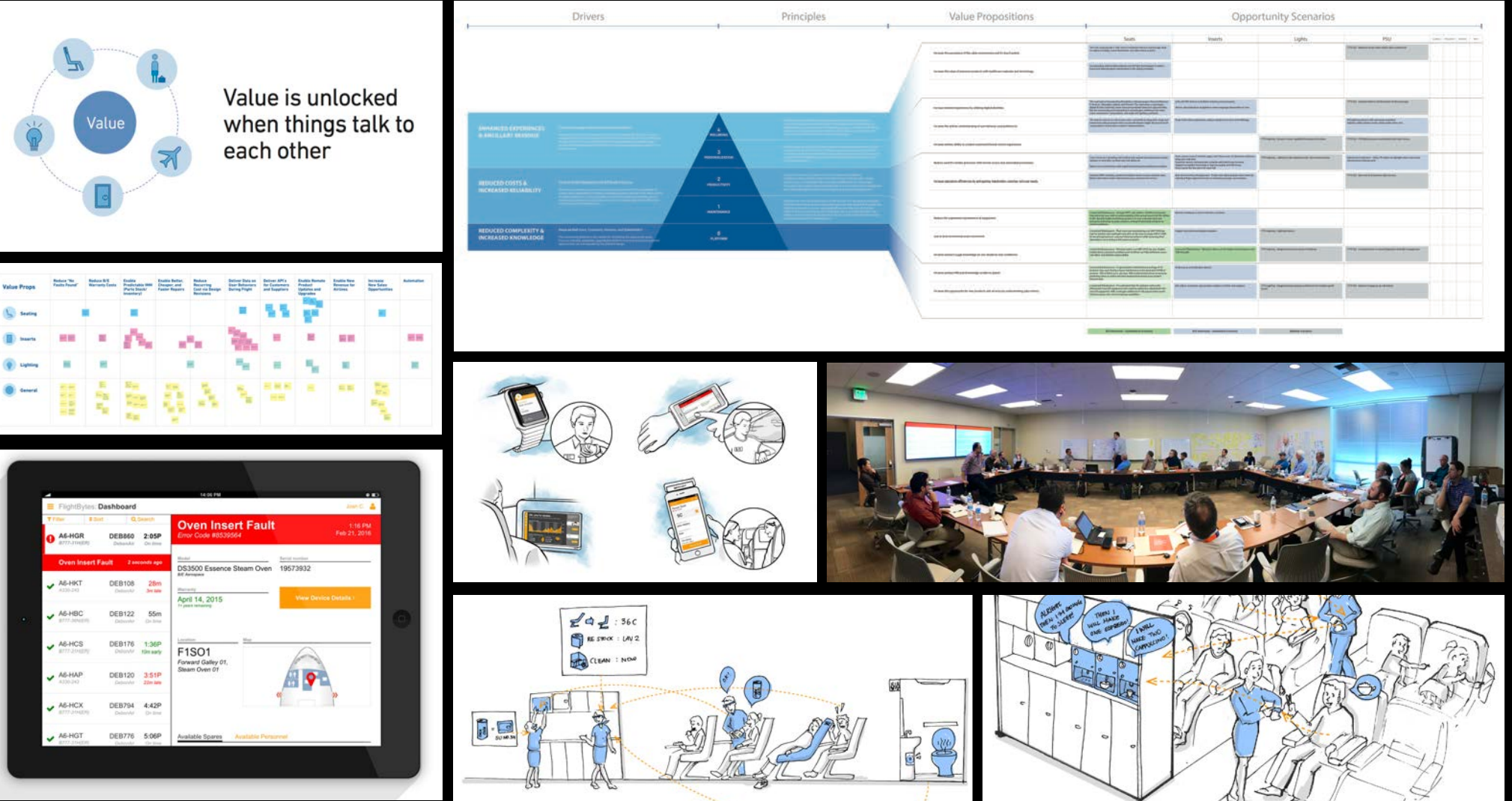


## Technology Enabled Flying Experiences



While the development of their new long-haul aircraft (777x) was in its earliest phases, I led the creation of Boeing's corporate vision and strategy for the future of technology enabled flying experiences. Partnering with technologist, sociologists, and designers, we conducted global research to shape the opportunities and value propositions for how smart and connected airplanes will make travel more efficient, effective, and satisfying. To illustrate the vision, we developed full-scale connected cabin prototypes for immersive presentations, demonstrations, and workshops that brought industry experts and executives together to experience and discuss the possibilities.

## Connected Airplane Cabins



As “connectivity” became a notion of buzz in the commercial aerospace industry, I led the creation of B/E Aerospace's corporate vision and strategy for connected cabin interiors. I collaborated with business unit leaders, engineering experts, and experience designers to shape the opportunities and value propositions that would evolve corporate operations, services and product offerings with sense and respond ecosystems. To orientate the company towards the vision, we developed a multi-horizon strategy with cross-threaded business-unit roadmaps to guide the next-generation of technology investments, development strategies, and industry partnerships.

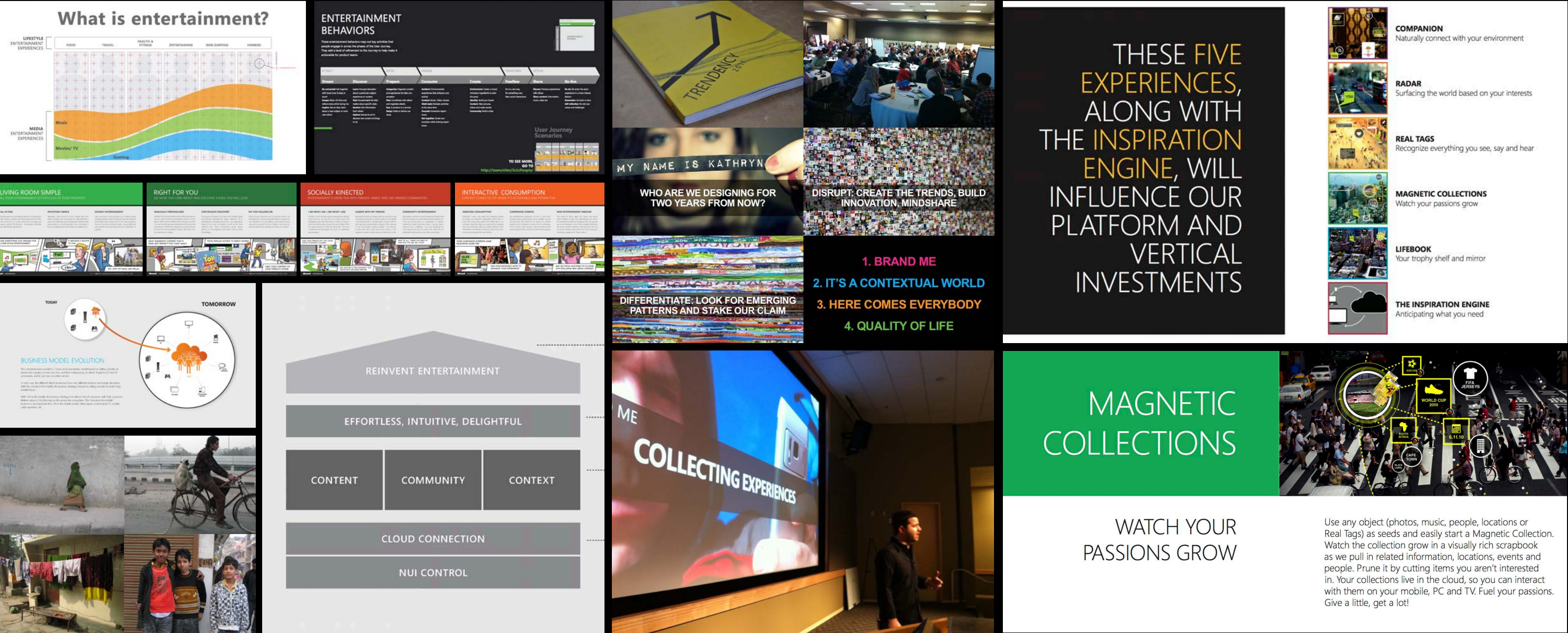
## In-Flight Entertainment Modernization



With the commercial aerospace industry on the cusp of evolving their systems, processes, and capabilities, I led the transformation and modernization for Panasonic's next generation in-flight entertainment systems. To do so, we facilitated large-scale, cross-company co-creation envisioning workshops to develop scalable and sustainable hardware and software platform strategies and designs. After setting a new vision of experiences and affordances for the platform, we led client executives and engineering partners in the development of new design language systems for their new modular hardware and software product lines and systems.



## Connected Experience Envisioning and Strategy



As a design strategist in the Connected Strategy Studio, we were focused on invoking human-centered processes for strategic envisioning and innovation across a number of Microsofts organizations. I helped lead global research about the future of entertainment, productivity, and mobility, and then partnered with key stakeholders to drive multi-generational experience vision and strategy for products and services like Windows, Windows Phone, Xbox, and many more. I also co-created and managed a company-wide social-cultural trends program, which inspired and informed several products and initiatives at Windows, Windows Phone, Xbox, MSR, and Office. This program was influential because it organized and shared trends in large and small settings, while also teaching participants how to curate and utilize their own trends.

## Award-Winning Transmedia Experiences



To invoke a vertical slice of the broad vision I helped create for the future of connected entertainment at Microsoft, I joined 343 Industries to lead the vision, strategy, and execution of trans-media platforms and experiences for the Halo video game franchise. I led studio leaders and game developers through a series of collaborative workshops that defined the future of connected AAA gaming experiences while generating a strategic roadmap for how to accomplish the vision during the next set of franchise title releases (Halo 4, 5, 6) over the coming decade. Our efforts were recognized in 2013 when we were awarded "Outstanding Achievements in Connectivity" from the Academy of Interactive Arts and Science for our work on Halo 4, which set new standards for multiscreen engagement in the entertainment industry.





## Thank you.

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I would like to extend my sincere gratitude for taking the time to review my portfolio. I have greatly enjoyed the opportunity to introduce my experiences, knowledge, and expertise for you, and I would be honored to have the chance to discuss the nuances of my motives, challenges, and outcomes for the various projects and endeavors I have undertaken throughout my career.

I am passionate about innovation at the intersection of business, people, and technology, and I am deeply committed to driving a people-focused lens in the envisioning, invention, and development of cutting-edge experiences and technology. I believe that my skills and abilities have the potential to add value to any organization, and I look forward to the opportunity to continue the conversation and explore how we can work together to achieve success.

Thank you again for your consideration, and I hope that you found my portfolio informative and engaging. Please contact me if you have any questions or would like to discuss anything further.

Sincerely,

Kyle Pontier

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773-577-0181  
design@kylepontier.com