

Molly Wright Steenson

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Professional Summary

15 years leadership and management experience with the Web and seven with mobile at groundbreaking properties and companies. Deep experience with strategy, research and social media. Former interaction design professor, now a PhD candidate in architecture at Princeton University.

Independent consultant: strategy, research & interaction design

1996–1999, 2002-present

Mobile, web, creative and innovation strategy; user research and user experience; content strategy, writing and editorial; and social media. Recent clients include iconmobile, Behavior Design, Fjord, Method, Wert & Co., Verizon, Vodafone, Nokia, City of Amsterdam, Six Apart, Wavemarket, Institute for the Future.

ReD Associates

Strategist

Copenhagen, Denmark, 2007

Ethnographic research and analysis in Shanghai on friendship for major technology client; strategic project on future of publishing in 2020 for major publishing client.

Microsoft Research India

Graduate researcher

Bangalore, India, 2006

Created, led and conducted ethnographic study on mobile phone sharing in south India's lower and middle classes. Published two book chapters on the research (see Selected Publications).

Interaction Design Institute Ivrea

Resident associate professor

Ivrea, Italy, 2002-4

Taught and developed curriculum in interaction design, social media, and service design, research and writing skills for master's program. Led the Connected Communities research area with projects in research in wearables, urban interfaces, and social media. Advised seven thesis students. Headed the written thesis portion of the master's program. Led intensive workshops with Telecom Italia and Orange. Won Italian patent. Curated the lecture series.

Razorfish

Project manager

San Francisco, 2002-3

Managed three simultaneous projects for Genentech. Directed 17-person user experience and technology team.

Liquid Thinking

Director, user experience and engagement director

Chicago and San Francisco, 2001

Led Wrigley redesign engagement, user experience, client relationship and 10-person team.

Scient

Experience strategist, content strategist

San Francisco, Munich, Chicago, 1999-2001

Led and managed creative and user experience strategy and teams, managed user experience teams of 15. Guided content strategy activities, led content strategy group in Europe and Asia, built and led online community knowledge practice. Launched German office and led marketing there.

Netscape Communications

Program manager, editor, host, producer

Mountain View, CA, 1996, 1998-1999

Program managed Netcenter Web Building channel. Launched Netscape's web design site, managed relationships with 12 partners and 20 writers, published and wrote 15 biweekly issues. Oversaw community forums and hosts, hosted music forum. Launched original People and Yellow Pages sections, produced Destinations (the first web portal), Search and Directory areas, the second most visited pages on the Internet at that time (1996).

Maxi

Co-founder and editor

San Francisco, 1997-1999

Created award-winning web magazine for women. Wrote and edited, managed freelance writers, negotiated co-marketing, produced site, built online community. Created Estronet network.

Electric Minds

Managing editor, production manager

San Francisco, 1996

First employee of Howard Rheingold's groundbreaking online community. Developed site concept, recruited hosts and writers, created prototypes; contributed to business plan.

CKS Interactive

Project manager

Cupertino, CA, 1996-1997

User research, information architecture and project management for Sun, Microsoft, Johnson & Johnson, and Netscape.

Reuters Health Information Services

Manager of online services

New York, 1995-1996

Conceptualized and built Reuters' first news-delivering web site: developed information architecture and prototypes; directed design and redesign; developed online community for physicians.

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Academics, publications, presentations and honors

Education

- Ph.D candidate, Princeton University School of Architecture, degree expected 2012
Dissertation title: "Artificial Intelligence, Architectural Intelligence: Architecture and the Computer, 1960–1980"
- M.A., Architecture, Princeton University School of Architecture, 2010
- Master of Environmental Design (M.E.D.), Yale School of Architecture, 2007
- B.A., German, University of Wisconsin-Madison, with distinction and honors in liberal arts, 2003

Teaching fellowships, research, educational leadership

- Princeton University
 - Fellow, Center for Architecture, Urbanism & Infrastructure, 2009–present
 - Landscape and Urbanism lecture series co-organizer, Spring 2008 and 2010
 - Preceptor, "Architecture and the Visual Arts," Spyros Papapetros, Fall 2008
 - PhD student representative, 2007–2009
 - Senior thesis writing group leader, 2007–08

Yale University

- Co-organizer of symposium, "Market of Effects," Yale School of Architecture, March 2007
- Colloquium co-organizer & teaching fellow, Contemporary Architectural Discourse seminar "Critical Imaginaries," Spring 2007
- Teaching fellow, "Architecture Since 1945," Sean Keller, Spring 2006
- Research and teaching assistant, Keller Easterling, 2005–2007

Advisory, editorial and reviewer positions

- Contributing editor, *interactions*, ACM, 2008–present
- South by Southwest Interactive Advisory Board, 1999–present
- Reviewer, DUX conference (Designing the User Experience), 2005
- Reviewer, Interactivity conference, CHI 2005
- ALGA Experience Design Steering Committee, 2002–2004

Awards

- Doctoral fellowship, Canadian Centre for Architecture, 2010
- Cramer Prize Fund, Princeton University, 2010
- Shanley Prize Fund, Princeton University, 2009
- Italian patent, Phony Star Sound System (mobile videophone karaoke), 2004

Languages

- English: native
- German: fluent
- French: excellent
- Dutch: excellent
- Italian: good

Selected publications

- "Urban Software: The Long View." *HABITAR* exhibition catalogue, LABORal Center for Art, Spain, 2010
- "Cedric Price's Generator," *Crit* 69, 2010.
- "Problems before Patterns: A Different Look at Christopher Alexander and Pattern Languages," *interactions*, March/April 2009
- "Eine Stunde Architektur," translation from German of Adolf Behne excerpt, with Spyros Papapetros. *pidgin* 6, Winter 2009
- "Beyond the Personal and Private: Modes of Mobile Phone Sharing in India," with Jonathan Donner. In *The Reconstruction of Space and Time: Mobile Communication Practices* (Piscataway, NJ: Transaction), 2008
- "'Express Yourself' and 'Stay Together': The Middle-Class Indian Family," with Jonathan Donner, Nimmi Rangaswamy and Carolyn Wei, *Handbook of Mobile Communication Studies* (Cambridge, MA: MIT Press), 2008
- "Retrofitting Suburbia," *Worldchanging*, (New York: Harry N. Abrams), 2006
- "Designing for Social Networks," *Spark! Design and Locality*, (Helsinki: University of Art and Design), 2004
- Editor: *The Elements of User Experience: User-Centered Design for the Web*, by Jesse James Garrett (Indianapolis: New Riders), 2003
- "Structure and Strategy: The Joy of Being Frugal" in *72 dpi*, edited by R. Klanten, H. Hellige, M. Mischler, V. Tiegelkamp & J. R. Hillman (Cologne: Gestalten Verlag), 2000
- Over 50 articles and columns for newspapers, magazines and web sites, 1990–present. List available upon request.

Selected recent presentations and invited conferences

- 70+ lectures, panels and invited conferences since 1998 (complete list available upon request), including:
 - "Storage of Information becomes Activity," Canadian Centre for Architecture, Montreal, July 2010
 - O'Reilly Ignite talks: LA, New York, Philadelphia, San Jose, 2009–2010, including the amusingly successful "It Really is a Series of Tubes"
 - "Interfaces to the Subterranean: Paris's Pneumatic Post," University of Chicago, History of Science lecture series, April 2010; UC Irvine informatics lecture series, October 2009
 - "Maps Books Data Spimes," moderator, South by Southwest Interactive, Austin, TX, March 2010
 - "A Brief History of Computers and the City." Microsoft Social Computing Symposium, New York, January 2010
 - "Attraper un Bleu: Reading Paris's Poste Pneumatique, Spatial Illiteracies Symposium, Yale School of Architecture, March 2009
 - "Shared and Sometimes Stealthy: Urban India's Mobile Phone," O'Reilly Emerging Technology Conference, San Jose, March 2009; Princeton Center for Information Technology & Microsoft Social Computing Symposium, both October 2008
 - "Total Design," guest lecture, Princeton University School of Architecture, November 2008