

SONNY E. H. KIRKLEY, Ph.D.

UX Producer/Designer • Educational Technology Product Designer

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SUMMARY

- Researching and developing augmented reality and mobile computing applications for 20 years
- Designed and led development of 16 shipping products, including mobile, educational 3D video games, augmented reality solutions, eBooks, software as a service (SaaS), platforms
- Guided teams through the creation of over 20 product prototypes for government and business clients as well as potential new products for my company
- Secured over \$14 million in research and development funding to design, prototype and research innovative new products
- Published and presented extensively (>100) in the areas of augmented reality, education/training across industry sectors, human-computer interface design (HCI), and advanced technology for performance support and instruction

EDUCATION

<i>Institution</i>	<i>Degree</i>	<i>Dates</i>	<i>Field of Study</i>
Indiana University Bloomington	Ph.D.	2003	Instructional Systems Technology
Indiana University Bloomington	M.S.	1996	Instructional Systems Technology
University of North Carolina at Pembroke	B.A.	1986	Political Science

PROFESSIONAL EXPERIENCE

2015-present

Lead UX Designer

New Wisdom, LLC

Consult with businesses on augmented reality design, new educational technology product development, including user experience (UX) design, user research, instructional design, and new venture formation.

Selected accomplishments:

- Led a team to develop the user experience (UX) design and prototype of professional development delivered via mobile solutions for novice trainers in a large organization.
- Led instructional design team for educational video game integrating artificial intelligent expert avatars

1999-2015

CEO, President, and Co-founder

WisdomTools Enterprises, Inc.

formerly known as Information in Place, Inc. (augmented reality and mobile computing software)

Oversee corporate development, product development, business operations, partnerships, and marketing.

Selected accomplishments:

Business Operations:

- Managed operations of a staff of 40 employees plus external consultants, including diverse teams in business development, sales, and administration, product design (instructional, graphic, interface/game design), programming and technical staff, and subject matter experts in a wide

range of areas.

- Conducted strategic negotiations with vendors, insurance/benefits providers, subcontractors, and material suppliers that resulted in company and client cost savings.

Corporate Development/Partnerships

- Raised over \$14M in government grants and support for small business innovation.
- Led the creation of four spinoff and joint venture companies; developed and implemented business plans.
- Negotiated the terms and managed the acquisition of another small business.
- Developed strategic partnerships; managed client relationships, e.g., government, corporate and nonprofit.

Product Development

- Prototyped and tested groundbreaking products for various clients designed to meet emerging needs (e.g., augmented reality system to improve air traffic controller performance; wearable computing performance support system for soldiers, video games to support health and education).
- Developed 16 shipping products, including 5 educational 3D video games, augmented reality solutions, eBooks, and software as a service (SaaS) platforms.
- Guided teams through the creating of over 20 product prototypes for government and business clients as well as potential new products for my company
- Executive Producer of *The Paper Kingdom* (video game) winner of the 2015 Gold Award of Excellence in the 2015 Communicator Awards from the Academy of Interactive & Visual Arts, and finalist in the 2015 CINE Golden Eagle for Professional Media Awards.

Selected Client List and Partners

- *Corporate:* Microsoft, Eli Lilly and Company, Dow Chemical, Booz Allen Hamilton, Cisco Learning Institute, Accenture, FINRA, New England Research Institute, Courseload, Option Six, Global Sleepover/40 Winks, Cognitive Performance Group, Telemics, Bloomington Convention and Visitors Bureau, ProCure
- *Non Profit:* Project Lead the Way, Indiana After School Network, 50 Indiana school/afterschool programs
- *University:* Harvard University, Indiana University Center on Congress
- *Government:* US Army, US Navy, US Air Force, US Coast Guard, US Department of Homeland Security, National Institutes of Health, Indiana Department of Education, NASA

2003-Present

Adjunct Assistant Professor, Human-Centered Computing (UX, UI, Usability)

Indiana University • School of Informatics

1994-2003

Teaching Assistant/Instructor, Human Computer Interface Design

Indiana University • School of Education

Taught graduate/undergraduate courses focused on augmented reality, video games, product design, user research, and user interface design.

1994-1999

Assistant Director, Research and Development in Teaching and Learning

Indiana University • Center for Excellence in Education

Managed a team of 10 undergraduate and graduate research assistants in the design, prototyping, and testing of educational technology research projects and professional services for clients.