

Albert HOLASO

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PRODUCT AND EXPERIENCE DESIGN

Accomplished designer with solid **background in the multiple industries** ranging from entertainment to infrastructure on a global scale. I have expertise in leading technology shifts, **collaborating with cross-functional teams**, negotiating business vision, **bridging design and leadership**, **product strategies**, and driving a **human centered design focus** towards an **experiential outcome**. While I've primarily functioned in Individual Contributor (IC) roles, I've also managed small groups of up to five designers in an operational capacity. Other career highlights include:

- Active at the forefront of technologies across expanded career.
- Overhauled entire product lines in technology and design with various companies.
- Won awards across multiple industries including 2 GE Impact Awards and 4 Bravo Awards.
- Achieved 7 U.S. Patents.
- Design for Six Sigma certified (Green Belt)

KEY SKILLS

Interaction design | Systems design | Information Architecture | Wireframing | Prototyping
User research | Usability testing | A/B Testing | Persona development | UX strategy | Visual design

EXPERIENCE

GE VERNOVA (a General Electric company), Seattle

February 2020 - May 2024

Staff UX Interaction Designer

Modernized legacy software to define streamlined workflows for a global customer base raising the value of product offerings far beyond competitors and increasing business unit profits by +25% year after year.

- Collaborated closely with customers to address challenges in Outage Management Systems, Distributed Energy Resource Management, and the GridOS Design System. Utilized both proprietary **generative AI** and **non-generative AI** to enhance control room, remote, and mobile field experiences managing the digital twin of power grid infrastructures.
- Designed and provided guidance on more than 50 product features across a dozen applications, helping to retain over 90% of the existing customer base and achieve a 25% growth in new customers.
- Earned Impact Awards in 2020 and 2023.

HONEYWELL, Seattle

March 2017 - January 2020

Senior Advanced User Experience Designer

Functioned as operational lead on Honeywell's global **design system** reducing product team turn around times from months to as low as 2 days.

- Led **strategic initiatives** and 0-to-1 **emerging technology** concept projects in IoT, voice, and mixed reality resulting in the launch of 3 products in new markets with *Connected Freight*, *Immersive Field AR*, and *Intelligent Air Quality Sensor*, and the prevention of one product from going to market, *Vocollect Screen*.

- Supported B2B clients in commerce, logistics, supply chain, and manufacturing including Amazon, UPS, Intel, Coca-cola, Macy's, Marks & Spencer, and Ryder.
- Contributed to win contracts from UPS and Coca-Cola worth \$10M+ annually.

ALERTON (a Honeywell company), Seattle

April 2012 - March 2017

Principal User Experience Designer

Designed and directed software and hardware for next generation product lines including re-imagining the flagship legacy product of 30 years resulting in sales wins to Microsoft, Google, Expedia, and Facebook, among others.

- Designs across various form factors, including **desktop, tablet, mobile**, and **integrated devices**, resulted in a 50% increase in sales.
- Successfully filed 7 U.S. patents for concepts and designs.

ROWSHAMBOW, Orlando FL

June 2011 - February 2012

Senior Lead UI Designer

Held multiple roles in a **startup environment**, including Art Director, Concept Artist, Game Designer, Front-end Developer, and Marketing Designer, contributing to the creation of an award-winning game.

PLATEAU SYSTEMS, Arlington VA

January 2008 - June 2011

UX Prototyper & Designer

Drove technology shift of enterprise learning management software to **web based SAAS** model through designs and **prototypes** leading to a successful acquisition by SAP.

ELECTRONIC ARTS, Maitland FL

August 2003 - January 2008

Senior User Interface Technical Artist

- Drove technology shift that widened the artists pipeline globally and allowed the interchange of UI artists between studios increasing productivity. This reduced time-to-hire by over 50% and expanded the talent pool available for UI features.
- **Shipped 22 AAA games.**
- Mentored UI artists, UI designers, and bridged communications with UI developers working in C.

EDUCATION

Bachelor of Fine Arts, BFA, Old Dominion University, Norfolk
*(Notably completed core Electrical and Computer Engineering courses
 and interned at the U.S. Naval Air Station at Patuxent River)*

U.S. PATENTS

- Albert Holaso, Honeywell International, “Ornamental design of dashboard and button/tile system for an interface”. 10409243. USA. September 10, 2019.
- Albert Holaso, Honeywell International, “Dashboard and button/tile system for an interface”. 10031494. USA. July 24, 2018.
- Albert Holaso, Stuart Donaldson, Kevin Callahan, Honeywell International, “HVAC Information Display System”. 10222767. USA. March 5, 2019.
- Albert Holaso, Shanna Leeland, Brent Barker, Jennifer Teves, Kevin Clinger, Philip Shen, Fred Becher, Kevin Callahan Honeywell International, “HVAC controller for a variable air volume (VAV) box”. 9971363. USA. May 15, 2018.
- Albert Holaso, Shanna Leeland, Philip Shen, Eric Helzer, Kevin Clinger, Maria Lalli, Robert C. Frost, Seonmee Kong, Niklas Gustafsson, J Matthew Baranauskas, Honeywell International, “Building control device (Microset4)”. D743349. USA. November 17, 2015.
- Albert Holaso, Shanna Leeland, Philip Shen, Eric Helzer, Kevin Clinger, Maria Lalli, Robert C. Frost, Seonmee Kong, Niklas Gustafsson, J Matthew Baranauskas, Honeywell International, “Building control device (ACM hardware)”. D756939. USA. May 24, 2016.
- Albert Holaso, Shanna Leeland, Philip Shen, Eric Helzer, Kevin Clinger, Maria Lalli, Robert C. Frost, Seonmee Kong, Niklas Gustafsson, J Matthew Baranauskas, Honeywell International, “Ornamental design of building control device (ACM hardware)”. D793967. USA. August 8, 2017.