

Brian O'Keefe

Assistant Professor, Visual Communications at Farmingdale State College

Farmingdale, NY, US

Dr. O'Keefe leads the Interaction Design program at Farmingdale State College

Biography

Brian O'Keefe, PhD, is an interaction designer and human factors specialist, with a focus on creating, implementing and evaluating user experiences for current and emerging mobile products, services and systems. Since 2011, his research has been focused on the design of emerging mixed reality (augmented and virtual) experiences that generate new approaches and methods for student-centered learning. Formerly, Brian was a Senior User Experience Design Lead at Fujifilm, commercializing user interfaces for Wal-mart photo lab kiosks in North and Central America. As a Lead User Experience Architect at EffectiveUI, Brian won major sales bids with Verizon Wireless, and delivered strategic personalized customer-centered experiences. As a visiting assistant professor at Rochester Institute of Technology, Brian won funding from New York State's Council on the Arts to design mobile augmented reality experiences at heritage locations. As a Senior Interaction Designer at Eastman Kodak Company, Brian patented and designed photo memory products, devices and interfaces. During his post-doctorate at Edinburgh Napier University, Scotland, UK, he designed and evaluated photo-centered conversational interfaces to the Internet with artificial intelligence and natural language processing. In 2007, Brian earned his PhD in Telematics and the Information Society (Human Computer Interaction) from the University of Florence, Italy. In 2002 he earned his Bachelor of Fine Arts in graphic and interaction design from the Tyler School of Art at Temple University. Brian has been a featured speaker at numerous international Human Computer Interaction Conferences, presenting research papers on the advancement of interaction design.

Areas of Expertise

Entrepreneurial Skills, Graphic & Interaction Design, User Experience Design, Human Factors & Usability Testing

Event Appearances

?TourBlend?

2015 New York State Tourism Conference, NYS Tourism Industry Association

?Truancy?

Designing Blended Spaces with Schoolchildren at Heritage Locations

?Mystery of the Missing Child?

NYSCA Mobile Experiences for Tourism Project

?Hands-On Workshop: Exploring the role of Mixed Reality for Bio Technologies and the people they serve.?

Sbarro Health Research Organization Invited Lecture Series

?What do students need to know about the relationship between technology, tourism and travel??

10th Annual Hospitality Symposium, Impacts of Technology in Hospitality & Tourism, Rochester Institute of Technology

?Providing an authentic traveler experience??

RU Smart Session. 2015 New York State Tourism Conference, New York State Tourism Industry Association

Education

Tyler School of Art, Temple University
BFA Graphic and Interactive Design

Università degli Studi di Firenze, Italy
PhD Telematics and the Information Society

Accomplishments

Entertainment Innovation Award for the Fujifilm Photo Transfer App

Ranked 6 most popular photo app in the Apple App Store (4 Million Downloads)

Innovations 2011 Design and Engineering Award in the Eco-Design and Sustainable Technology

Winner: Innovations 2011 Design and Engineering Award in the Eco-Design and Sustainable

Technology: International Consumer Electronics Association (CEA). KODAK PULSE Digital Frame

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