ty

Ty Lettau
Creative Direction & Leadership
for Experience Design teams.

ty@soundofdesign.com
415 297 1571

Employment

Tile '15 - Present
Design Advisor

Square '13 - Present
Director of Design

Adobe '05 - '13
Director of Experience Design

Macromedia '04 - '05
Lead Experience Designer

The Design Office '02 - '04
Art Director

Fourm. '00 - '02
Partner

The Design Office '96 - '00
Designer

Education

MIAD '96 - '00
Bachelor of Fine Art › Design
Minor › Photography

Teaching

Ex'pression College '07 - '09
Interactivity & Screen Design 2
Interactivity & Screen Design 1

Stanford University '06 - '07
Flash Prototyping Workshop

UW, Milwaukee '03 - '04
Professional Practice

MIAD '01 - '03
Advanced Flash ActionScript
Information Design
Package Design
Web Design 1

Speaking & Juries

Adobe MAX '11 Los Angeles
Design for the Cloud

CHI '08 Florence
Interaction Design

Adobe MAX '07 Toyko
Adobe MAX '07 Barcelona
Adobe MAX '07 Chicago
UI Design Principles
From the Desktop to the Web
Customizing AMP
AIR Technical Session

AIGA '06 San Francisco
The Value of Experience

Macromedia MAX '05 Anaheim
Designing RIAs

Flash Film Festival '05 SF
Flash Film Festival '04 NYC
Judge › Art

Flash Film Festival '04 NYC
Judge › Navigation

AIGA - Driven '05 Milwaukee
Inspiration

Bibliography

1000 Food Styling Ideas '13
Photographer

Flash Math Creativity '05
Fresh Flash '02
Flash Math Creativity '02
New Masters of Flash '02
Co-Author

Inside Flash MX '02
Flash Audio Magic '02
The User Experience '02
Quoted Technical Reviewer

Digital Impress '01
Article Author

Publications

KLM Inflight Magazine '13
IDN '11
The Modernist '11
Album Covers

XXX '11
Web Designing '05
Algorithm. Design. Art. '04
XFuns '04
Interview with Ty Lettau

Feierabend, Websites 2 '07
Feierabend, Websites '04
Pao Paws, eProject Vol II '04
Shift '03
Digital Impress Design '01
soundofdesign.com

Logos '06
Various Logos

Rangefinder '04
jimherrington.com

Kaukauna Times '03
AIGA Poster

Flash Interface Design '02
Handspring

Flash to the Core '02
fourm.com

Profiles

Adobe Design Center '07
Sound of Design

How Magazine '02
Sound of Design

Adobe Studio '02
Shepherd Express Metro '01
Art Director's Club '01
Fourm Design Studio

Exhibitions

Festival of Electronic Art '03
VectorLounge

Flash Forward '01 Amsterdam
VectorLounge

Gallery 326 '01 Milwaukee
Synthesis Show

MIAD '00 Milwaukee
The Work of Ty Lettau

Awards & Nominations

Communication Arts '12
Adobe CS6 Brand

Macromedia
Site of the Day (x3)

Flash Film Festival '05 NYC
Flash Film Festival '02 SF
Finalist: Use of Sound

SXSW '05 Austin
SXSW '04 Austin
Finalist: Art

SXSW '04 Austin
Flash Film Festival '04 SF
Finalist: Experimental

Flash Film Festival '01 Amsterdam
Finalist: Experimental
Finalist: Navigation
Winner: People's Choice

How Magazine
Top 10

Altpick '04
3rd Place: Best Site

Photo District News
Merit Award

Intellectual Property

Filed or Pending Patents
12

Issued Patents
D563986
D563992
D564541
D565060
D581939
D593117
7461345
7681139
7844591
7917851
8244705

Products Launched

Tile
Tile

Square
Square.com
Shop
Register
Digital Receipts
Customer Engagement
Inventory
Appointments
Payroll
Capital

Adobe
Adobe.com
Creative Cloud
Production Premium
Photoshop.com
Elements
Marketing Cloud
CQ
Acrobat
Reader
Media Player
Digital Editions
Application Manager

Macromedia
Studio
Breeze
Presenter

Ty Lettau
Creative Direction & Leadership
for Experience Design teams.

ty@soundofdesign.com
415 297 1571