

Kasey Klimes

Design Researcher & Strategist

CV

A world of growing complexity demands a commitment to problem-solving with a diverse suite of perspectives and mental models. I have taken on the challenges of urban development in global cities, human-centered design for emerging technologies, bioethics in precision medicine, neuroscience-based learning tools, digital news media, and the new realities of political engagement in the 21st century.

As the problems of these domains do not exist in siloes, neither does my approach to the construction and discovery of new knowledge. I integrate a wide array of interdisciplinary research and design methods to craft evidence-based strategy for teams, charting the emergent patterns of new problem spaces so that we may navigate novel territory together.

Contact:

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See portfolio at kaseyklimes.com/work

◆ Qualifications

M.C.P.

Masters in City Planning
Concentration: Urban Design
UC Berkeley

B.A.

Political Science,
University of Missouri-St. Louis

Urban Design and Sustainable Development
DIS-University of Copenhagen

◆ Work

2021-Present

Founder & Principal Design Researcher,
Rhizome R&D—New York City, NY

2017-2021

Senior UX Researcher, Live View
Google Maps—San Francisco, CA

2012-2017

City Planner & Data Scientist,
Gehl—Copenhagen & San Francisco

2015-2016

Graduate Student Instructor
UC Berkeley—Berkeley, CA

2014

Survey Manager,
Schulze+Grassov—Copenhagen, DK

2011-2012

Consultant,
Mindmixer (Seed & Series A)—Omaha, NE

◆ Selected Projects

2022

Johns Hopkins University, Berman Institute of Bioethics – Advisory role, strategy workshop design and facilitation for application of NFTs in precision medicine

The New York Times – Ongoing foundational and iterative research for senior management and design teams

Tailscale – Design research for new DevOps feature redesign

MeetingPulse – Design research and product strategy for enterprise meeting technology

2021

X, The Moonshot Factory – Advisor for confidential emerging healthcare technology

DVx Ventures – Design research and strategy for new consumer payments product

2017-2021

Google Maps Live View – Led research program for Google's first world-scale Augmented Reality features. Tested over 120 prototypes on 3 continents. Identified early critical risks and key opportunities for user value, reorienting product strategy towards a successful launch to over a billion users.

2019-2021

Design for Cognitive Maps – Led experimental research collaboration with neuroscientists at University College London's Spatial Cognition Lab

(Selected projects continued)

Google Immersive Audio – Led research program for place-based audio experiences

2017

Public Life Data Protocol – Provided technical and strategic advisory for the development of an open data standard for public life data

Vancouver, BC – Project managed urban design oversight for \$200m Northeast False Creek waterfront viaduct removal plan

2016-2017

People Data – Built online platform for the synthesis & visualization of world's largest public life database, now used in over 100 global cities

2015

San Francisco, CA – Market Street Prototyping Festival evaluation, data analysis and visualization

2014

New York City – World Class Streets 2.0, social analysis of NYC Plaza Program

St. Louis, MO – GPS-enabled mobility study for Washington University mobility plan

2013

Public Space Public Life GIS Database – Architected GIS database for global Gehl public life data from 1987 to present

Sydney, Australia – Streetscape analysis & vision for George St

New York City – Management and design of data collection process for East Midtown Places for People

San Francisco, CA – Coordinated data-sensors, analysis, and data visualization for public life data analysis for Better Market Street \$250m streetscape redesign

2012

Moscow, Russia – Public Realm and Mobility Strategy for the Cultural Quarter District

Oslo, Norway – Public Space Public Life Survey, analysis, and visualization

Venice Biennale – 'Life Between Buildings' environmental media concept generation

◆ Selected Presentations

2020

Keynote: Designing for Complexity
- Rethink! Festival @ Milan Design Week

2019

Designing for World-Scale AR
- California College of the Arts

Developing the First AR Experience for Google Maps – Google UXU

2018

What If The Map Was The Territory?
- Shannon Mattern's *Maps as Media*, The New School, NYC

2016

How to Use Data to Design Cities For People
- UC Berkeley

2014

Data + Design - Regional Conference of Open Data in Latin America, Mexico City

2013

Copenhagen Design
- International Bicycle Urbanism Symposium, University of Washington, Seattle

◆ Selected Publications

2016

The Supply and Demand of Human Scale Neighborhoods in America. Nationwide hedonic regression analysis of neighborhood-level urban design features and property value change. Professional Report, UC Berkeley.

2014

Older, Smaller, Better: Measuring how the character of buildings and blocks influences urban vitality. Chapter: Findings from San Francisco. National Trust for Historic Preservation.

2012

Infographic of the Day: Growth in a Shrinking St. Louis. The Atlantic Cities, February 17, 2012.

◆ Awards & Patents

Webby Winner & People's Voice Winner

Google Maps Live View
Best User Interface 2020

Fast Company Innovation by Design

Google Maps Live View
2020 Finalist – General Excellence, Apps & Games, User Experience, Mobility

International Design Awards

Google Maps Live View
Gold – Interface Design
Honorable Mention – Design for Society

Time Magazine Best Inventions of 2021

Google Maps Live View

U. S. Patent 20200410720: "Methods and System for Providing a Notification in Association with an Augmented Reality View", June 25, 2019.

U.S. Patent 11137976: "Immersive Audio Tours", Oct 5, 2021.

◆ Skills

Research

- End-to-End Research Program Design & Management
- Exploratory Methodologies
- Ethnographic Field Studies
- Large-Scale Survey Management

Design

- Evidence-Based Strategy
- Workshop facilitation
- Visual storytelling
- Figma / Figjam
- Adobe Creative Suite
- HTML / CSS / Webflow

Data Science & Visualization

- SQL / PostgreSQL
- R / ggplot2
- Python

Planning & Urban Design

- Public Space Design & Strategy
- Masterplanning

Mapping & Spatial Analysis

- QGIS/ArcGIS
- PostGIS