

Leo Frishberg



It's my pleasure to introduce Leo Frishberg, Director, User Experience, at athenahealth. Leo is an active member of the User Experience community both locally and internationally. For over 20 years, he has served on the board of the Computer Human Interaction Forum of Oregon (CHIFOO, *pronounced KI-foo*), Portland and SW Washington's local chapter of the Association for Computing Machinery's special interest group for UX. He has garnered an international reputation as a thought-provoking practitioner through his speaking engagements and his publications on the topics of UX architecture, design and research.

Leo's career in design has spanned over 30 years, beginning with his architectural (bricks-and-mortar) practice in the mid-80s. In 1984 he founded Phase II, his consulting practice. In the 90s he engaged in several entrepreneurial startups. Since 2004, Leo has held leadership and management positions at Tektronix (Principal Architect, User Experience), Intel (Product Design Manager), The Home Depot Quote Center, (Sr. User Experience Manager), and currently, Director, User Experience, athenahealth.

Leo's experience in both non-profit and for-profit enterprises focus on innovation. Specifically, he applies user-centered practices and design thinking to find new market opportunities. Recognized as a provocative speaker, Leo entertains organizations large and small on a variety of topics, including: the value of being wrong, intelligent failure, applied design thinking, product life cycle management, user-centered innovation, the influence of time travel on design, and the future of work. Most recently, Leo has been facilitating discussions around his design-research method, *Presumptive Design*, detailed in his book of the same name (co-authored with Charles Lambdin), published in 2016.

In addition to his Bachelors in Environmental Planning and Masters in Architecture, Leo has been awarded six patents (all within the area of user experience and information visualization). Leo is a Certified SCRUM Product Owner and is a California Licensed Architect.

Leo and his wife call Portland, OR their home where they enjoy the company of their two daughters (and their cats) and can be spotted tasting an Oregon Pinot and eating great food.

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