JOHN MORGAN FELAND, III

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Los Gatos, CA 95032

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QUALIFICATIONS

- Proven prowess in applying causal AI and other AI methods to novel analytical contexts including marketing
- Expert at UX Design with proven prowess at gesture design and integration in complex applications
- Award winning product designer with a fluency in both consumer empathy and deep technology expertise
- Deep technical knowledge of embedded vision systems, artificial intelligence, autonomous vehicle technologies
- Wildly imaginative and creative approach to solving difficult problems and crafting novel opportunities
- Prowess in long term strategic foresight and product planning, utilizing multidisciplinary trends
- Deep empathy for end users, culling insights from ethnographic, interviews, and other methods
- Patents issued & pending in MEMS sensors, consumer electronic interfaces, UX gestures, and AI insights
- Managed the development of over 100 unique prototype consumer product experiences
- Excellent technical writing and oral presentation skills, including press, investor, and executive interactions

PROFESSIONAL EXPERIENCE

CEO & FOUNDER, Sep 09 to present — Argus Insights, CA

Founder of Argus Insights, a novel Experience Analytics firm that provides real-time market intelligence on user experiences with consumer products and services. Providing evidence to support strategic decision making, Argus Insights offers a comprehensive set of offerings enabling the enterprise deeper understanding of how their products and services impact their target users as well as competitive experience landscapes. Mixing a blend of Artificial Intelligence sentiment analysis, processing of unstructured consumer data and design thinking methodologies, Argus has helped clients identify millions in cost savings, market potential, and provided recommendations that moved firms from obscurity to acknowledge market leaders.

Key Clients and Projects include:

- Autonomous Vehicle Alliance: Analysis of what UX aspects are driving adoption in autonomous vehicles including consumer perception of semi-autonomous features such as self-parking and adaptive cruise
- Gerber Technology: UX design for industrial cutting tools, using design thinking to lower training requirements and drive up operator effectiveness
- Silicon Labs: Mapping of consumer journey through Smart Home UX and impact of Voice Assistants on multi-user experiences in the home

PRINCIPAL SOLUTIONS ARCHITECT: SCIENCE, Jun 2025 to Feb 2026 — Alembic Technologies, CA

Supporting the development and implementation of Casual Artificial Intelligence insight distillation systems for Fortune 500 companies. Collaborating with C level executives and data science teams to integrate multisource marketing data into Alembic's' causal AI platform. Leading a team of Field Scientists that shepherd customers from POC to Production.

PRINCIPAL ARCHITECT, Oct 2024 to May 2025 — CableLabs, CA

Member of the Next Generation Systems team developing innovative solutions involve Artificial Intelligence, including the use of Generative AI and foundational models. Also creating robotic platforms and investigation applications of satellite technology as it relates to the broadband industry.

PRINCIPAL STRATEGIST, Dec 2021 to Oct 2024 — CableLabs, CA

Strategy and Insights for broadband internet services R&D organization. Responsible for longitudinal quantitative investigations, qualitative research of consumer behavior, and AI strategy. Provide competitive insights for member companies such as Comcast and Vodafone, as well as strategic innovation support for internal R&D projects on enabling technologies transforming broadband internet access, including customer insights, service design, and concept testing.

I-LAB ENGINEER, Aug 18 to Jan 2022 — The Nueva School, CA

Teacher at noted private school for gifted students in Silicon Valley. Courses include engineering and entrepreneurship.

FORUM CHAIR, Apr 2017 to Sep 2018 — IoT Forum, CA

Forum chair and moderator for the Internet of Things Forum in Silicon Valley. Recent topics include Autonomous Vehicles, Industrial IoT, Security, Robotics and Agriculture.

DISTINGUISHED LECTURER, 2012 — Cogswell Polytechnical College, CA

Developed curriculum and taught classes in Entrepreneurship and Robotics.

Luxottica et al. v. Solos
IPR2026-00376
Petitioners Ex. 1004

CONSULTING ASSISTANT PROFESSOR, Oct 09 to Sep 11 Stanford University, CA

Appointment in the Design Group of Mechanical Engineering to teach occasional classes on design innovation.

EXECUTIVE DIRECTOR, GLOBAL DESIGN INNOVATION, Oct 09 to Dec 2010 Stanford University, CA

Executive Director of the world renowned ME310 Global Design Innovation course. With a forty year history, this year long graduate mechanical engineering course has been connecting students from around the world with enthusiastic corporate partners to both develop their design skills and create compelling innovation prototypes for companies.

CHIEF TECHNOLOGIST, Sep 08 to Sep 09 SK Telecom Americas, CA

Responsible for understanding how the rapidly changing technology landscape would enable SK Telecom to craft new business opportunities in the Americas. My areas of responsibility ranged from NGN wireless technologies (LTE vs WiMaxx, etc), handheld experiences & the interface technologies that enable them (multitouch touchscreens, haptic feedback, smartphone operating systems), as well as evolving influences on the telecommunications market (cloud computing, femtocells, CDN's, LBS, SNS, etc.) Supported SKTA's internal Business Development & Corporate Venture Capital organizations.

LECTURER IN STANFORD DESIGN GROUP, Dec 2007 Stanford University, CA

Cotaught Strategic Foresight and Design course with Director of the Stanford Center for Critical Foresight.

USER INTERFACE ARCHITECT & HANDHELD MARKETING MANAGER, Aug 06 to Aug 08 Synaptics, CA

Developing new interface capabilities based on current and anticipated customer needs. Driving demand for new capabilities with Tier 1 consumer electronic OEM customers. Led efforts to create innovative concepts in the PC Peripherals, Gaming, Multi-finger Touchscreen interactions, and Capacitive Button technologies that consider emerging user needs, current technology trajectories, and evolving market conditions. Member of internal Intellectual Property Team, responsible for reviewing potential internal IP, licensing opportunities, and IP strategy.

END USER RESEARCH AND CONCEPT PROTOTYPING MANAGER, Dec 04 to Aug 06 Synaptics, CA

Built a team to drive innovation through the ideation & creation of experience prototypes. New concepts generated over $3 mil in revenue in the first year. Architected the Onyx, a new mobile phone experience widely heralded as the future of mobile interfaces, winning 2006 international Red Dot Design Concept Award.

SENIOR MECHANICAL ENGINEER, Feb 04 to Dec 04 Symyx Technologies, CA

MEMS industrial sensor development. Responsibilities include customer need-finding, product idea generation, concept prototyping, supply chain development, and detailed component design for a $40 million market.

MENTOR TEACHING AFFILIATE, Winter Quarter 2003-2004 Stanford University, CA

Teaching team in the first course for the Stanford University d.School. Studio Head for Interdisciplinary Design Innovation class. Taught business, engineering, & humanities students to design video games for Electronic Arts.

DESIGN STRATEGY CONSULTANT, Jun 02 to Feb 04 Trusted Nomad, CA

Worked as an independent contractor to provide innovation training to Finnish product design firms. Identified potential market opportunities for MEMS sensors for Symyx Technologies that resulted in a new business unit.

ASSISTANT PROFESSOR, ENGINEERING MECHANICS, Aug 99 to Jul 01 US Air Force Academy, CO

Dramatically redesigned engineering design curriculum. Received highest instructor enthusiasm ratings for the entire university and highest student evaluations in course history. Launched first ever Mechatronics course. Faculty advisor to SAE Mini-Baja, part-time Japanese instructor, and Professional Ethics Advisor to 120 students.

DIRECTOR, MEASUREMENT AND SIGNALS INTELLIGENCE SYSTEMS, Apr 99 to Jul 99 Joint Analysis Ctr, UK

Supervised classified intelligence support for Operation Allied Force in Kosovo. Worked with interdisciplinary team to translate user needs to system requirements. Ensured national intelligence assets were leveraged in support of entire theater of operations, ranging from Norway to Iraq.

PROGRAM MANAGER, DEFENSE INTELLIGENCE SYSTEMS, Mar 97 to Apr 99 National Air Intelligence Ctr, OH

Managed defense technical intelligence mission requirements and software development for $18 billion missile warning satellite program. Selected to lead eight-person multidisciplinary team transitioning critical imagery support directly to the Warfighter. Direct oversight of a $4 million software development effort.

PRODUCT DESIGN ENGINEER, Jun 96 to Jan 97 IDEO Product Development, CA

Worked as mechatronic design engineer for world's foremost design firm, IDEO Product Development. Designed and prototyped products ranging from artificial skin bioreactors for Advanced Tissue Sciences to new office lighting concepts for Steelcase Inc.

EXPERT CONSULTING DURING PAST YEARS

- *Incase Design Corp. v. mophie, Inc*. Interference No. 105,946 (RES).
- *mophie, Inc. v. Dharmesh Shah, et. al.,*Case No. SACV 13-01321 DMG (JEMx) (C.D. Cal.)
- *mophie, Inc. v. uNu Electronics, Inc.*, Case No. 8:13-cv-01705-CAS (JCGx) (C.D. Cal.)
- *Jawbone, Inc.* v. Fitbit Inc., (C.D. Cal.)
- *Jawbone, Inc.* v. Fitbit Inc., (Federal Trade Commission, D.C.)
- *T*-Mobile USA, Inc. v. Huawei Device USA, Inc., Case No. C14-1351-RAJ (US District Court, Western District, WA)
- *Zagg Inc., & mophie, Inc v. Anker Technology Co .Ltd., et. al.* , Case No. 8:17-CV-2193 (C.D. Cal.)
- *Thunder Power New Energy Vehicle Development Company Limited, v.* Byton North America Corporation, et. al. , Case No. 3:18-cv-03115-JST, (US District Court, Northern District, CA)
- *Nine Stars Group USA Inc. v. Factory Direct Wholesale, LLC* Case No. 2:18-cv-06471-PSG-PJW, (US District Court, Northern District, CA)
- *ANCORA TECHNOLOGIES, INC., v. LG ELECTRONICS INC. and LG ELECTRONICS U.S.A., INC.,* Civil Action No. 1:20-cv-00034-ADA (United States District Court For The Western District Of Texas Austin Division)
- *TELEBRANDS CORPORATION, v. WINSTON PRODUCTS LLC. Case No. 1:23-cv-00631-BMB (United States District Court, Northern District Of Ohio, Eastern Division)*
- *INGENIOSPEC, LLC v. LUXOTTICA OF AMERICA, INC., et al, Case No. 337-TA-1383 (U.S. INTERNATIONAL TRADE COMMISSION)*
- *E-VISION OPTICS, LLC, and E-VISION SMART OPTICS, INC., v. LUXOTTICA GROUP S.P.A. and LUXOTTICA OF AMERICA INC., Case No. 8:23-cv-02013,* , (US District Court, Central District, CA)
- *INGENIOSPEC, LLC v. HTC CORPORATION, INC., et al, Case No. 337-TA-1423 (U.S. INTERNATIONAL TRADE COMMISSION)*
- *TUMBLE LIVING, INC., v. COZEY INC., CASE NO. 25-CV-13592 (UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS EASTERN DIVISION)*
- *CLOUD SYSTEMS HOLDCO IP, LLC v. RGB SYSTEMS, INC., Civil Action No.: 3:25-cv-00712 (UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF TEXAS DALLAS DIVISION)*
- *RESH INC., v. ROBERT CONRAD, INC. D/B/A SKIMLITE MANUFACTURING ET AL.,Case No. 5:22-cv-01427-EJD (THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF CALIFORNIA*

EDUCATION

PHD IN MECHANICAL ENGINEERING, 2005 Stanford University, CA

Pursued comprehensive design research that integrates human, business, and technical issues in support of increased innovation performance. Developed model of design innovation that forecasts downstream corporate performance. Coursework includes need-finding, decision analysis, marketing, accounting and finance.

MASTERS OF SCIENCE IN MECHANICAL ENGINEERING, 1996 Stanford University, CA

Coursework in mechanical design, smart product development, entrepreneurship and program management.

S.B. MECHANICAL ENGINEERING, 1994 Massachusetts Institute of Technology, MA

Coursework included product design, Japanese, fluid dynamics, manufacturing methods and thermodynamics.

AWARDS/HONORS

- Red Dot Design Concept Award winner for the Onyx Mobile Phone Concept, world's first functioning multitouch mobile phone experience (2006)
- Over ten patents issued and pending, two for MEMS Sensors and eight for consumer electronics human interfaces
- Guest Editor of Special Issue on Innovation for the International Journal of Engineering Education (2004)
- ASEE Apprentice Faculty Grant Winner (2003)
- ASME Curriculum Innovation Award, Honorable Mention (2002)
- Air Force Commendation Medal, First Oak Leaf Cluster (2001)
- Top Junior Faculty of USAFA School of Engineering (2001)
- Who's Who in the World and America
- Instructor of the Quarter, Department of Engineering Mechanics (2000)
- Joint Achievement Medal (1999)
- Air Force Commendation Medal (1999)
- Joint Analysis Center Most Valuable Contributor Award during week 5 of Operation Allied Force in Kosovo (1999)
- Merit Award, Lincoln Foundation Design Competition (1996)

- Professor of Aerospace Studies Award for Top Senior Air Force ROTC Cadet from MIT, Harvard, Tufts, & Wellesley (1994)

SELECTED PUBLICATIONS

Refereed Publications

Feland, J, Leifer, L. "The Effects of Electronic Documentation Tools on the Performance Outcome of the Design Process," *Proceedings of the 11th International Conference on Engineering Design*, 1997.

Feland, J., Nowack, M., Leifer, L., "Cost-Performance management through knowledge reuse in large-scale defense projects – vision and proposed system architecture," *Proceedings of Design Reuse, EDC 98*, Brunel University, 1998.

Feland, J., Leifer, L., "Requirement Volatility Metrics as an Assessment Instrument for Design Team Performance Prediction," Designing Design Education for the 21st Century, *Mudd Design Workshop II*, 1999.

Feland, J. Leifer, L., Nowack, M., "Requirement Volatility: How Lessons Learned Can Be Applied in the Design of New Requirements," in *Proceedings of the 12th International Conference on Engineering Design*, Munich, Germany, August 24-26, 1999.

Liang, T., Cannon, D.M.C., Feland, J.M., Mabogunje, A., Yen, S., Yang, M.C., and Leifer, L.J., "New Dimensions In Internet-Based Design Capture and Reuse", in *Proceedings of the 12th International Conference on Engineering Design*, Munich, Germany, August 24-26, 1999.

Feland, J and Jensen, D.,"A Simple Approach for Using Myers Briggs Type Indicator Data to Enhance Engineering Education", *Proceedings of the ASEE South West Regional Conference*, Golden, CO, March, 2000.

Jensen, D., Feland, J., Bowe, M., Self, B., "A 6-Hats Based Team Formation Strategy: Development and Comparison with an MBTI Based Approach", *Proceedings of the ASEE Annual Conference*, St Louis, June 2000.

Bowe, M., Jensen, D., Feland, J., Self, B., "When Multimedia *Doesn't* Work: An Assessment of Visualization Modules for Learning Enhancement in Mechanics", *Proceedings of the ASEE Annual Conference*, St Louis, June 2000.

Feland, J., Leifer, L., "Requirement Volatility Metrics as an Assessment Instrument for Design Team Performance Prediction," Special Issue on Design Education, International Journal of Engineering Design Vol 17, No. 4 and 5. 2001.

Feland, J.," Preliminary Design of a Risk Management Decision Tool in Support of NASA'S Design For Safety Initiative," *Proceedings of the 13th International Conference on Engineering Design*, 2001.

Feland, J., "Building Teammates: Bringing Better Team Skills to Design Courses," *Proceedings of the ASEE Annual Conference*, Montreal, June 2002.

Feland, J., Fisher, C., "Cramming Twenty Pounds into a Five-Pound Bag: Increasing Curricular Loads On Design Students And Enjoying It!" *Proceedings of the ASEE Annual Conference*, Montreal, June 2002.

Feland, J.M., & Fisher, C. (2002). "Cramming twenty pounds more into a sophomore design tool kit: Increasing curricular loads on design students and enjoying it!," *Proceedings of the American Society of Mechanical Engineers International Mechanical Engineering Congress and Exposition*.

Cockayne, B., Feland, J., Leifer, L., "Teaching the "How" of Engineering Innovation," *Proceedings of the ASEE Annual Conference, Montreal*, June 2002.

Emery, K., Feland, J., "The Educators Corner: Online Resources for Entrepreneurship Educators," *Proceedings of the ASEE Annual Conference, Montreal*, June 2002.

Jensen, D., Randell, C., Feland, J., Bowe, M., "A Study of Rapid Prototyping for Use in Undergraduate Design Education," *Proceedings of the ASEE Annual Conference*, Montreal, June 2002.

Moritz, F., Valtingoier, I., Henneke, C. Hatanaka, M., Feland, J. "Distributed Innovation In Sports Equipment – Dojyo Style," *Proceedings of IMAC 2002, The 6th IMAC Workshop*, Tokyo, September 19-21, 2002.

Feland, J., "Intentioned innovation: Bringing design views to the practice of innovation," *Proceedings of INFORMS 2002 Annual Conference*, San Jose, CA, November 2002.

Feland, J., Carter, S. " Enabling Student Innovation By Leveraging Lessons From Industry," *Proceedings of the ASEE Annual Conference*, Nashville, June 2003.

Feland, J., Fisher, C., Bartolomei, J.,"Utilizing Design Education to Stimulate Life-long Learning Without the Pain," *Proceedings of the 14th International Conference on Engineering Design*, Stockholm, Aug 2003.

Feland, J., "Innovation Impact Map: An Opportunity Evaluation Tool," *Proceedings of the 14th International Conference on Engineering Design*, Stockholm, Aug 2003.

Feland, J., Cockayne, W., Leifer, L., "Comprehensive Design Engineering," *Proceedings of the 14th International Conference on Engineering Design*, Stockholm, Aug 2003.

Cockayne, W., Feland, J., Leifer, L., "Using the Contextual Skills Matrix for PBL Assessment," International Journal of Engineering Education, Vol. 19, No. 5, pp. 701-705, 2003.

Feland, J., Cockayne, W, Leifer, L., "Comprehensive Design Engineering: Designers Taking Responsibility," International Journal of Engineering Education, Vol. 20, No. 3, pp. 416-423, 2004.

Poskela J., Berg P., Pihlajamaa J., Seppälä J., Feland J. 2004. "The Role of Roadmaps in Fuzzy-Front-End Phase of Innovation Process," *Proceedings of IAMOT 2004*, 13th International Conference on Management of Technology, Washington D.C., USA

Feland, J., Guest Editor, "Special Issue on The Entrepreneurial Engineer", International Journal of Engineering Education, Vol. 21 No. 2, 2005.

Feland, J., "Product Capital Model: Measuring the Impact of Design on Corporate Performance," PhD Dissertation, Stanford University, March 2005.

Feland, J. "Virtual Teams in Practice: Tales from the battlefront of the Fuzzy Front End of the Innovation Process," in Higher Creativity for Virtual Teams: Developing Platforms for Co-Creation, eds. MacGregor, S., Torres-Coronas, T. IGI Global (May 31, 2007).

Feland, J., Leifer, L., " Product Social Capital: Measuring the Impact of Design Innovation on Corporate Performance," *Proceedings of the 15th International Conference on Engineering Design*, Paris, Aug 2007.

Berg P., Pihlajamaa J., Nordlund H., Lindroos M., Poskela J., Feland J., "Front End Measurement in Open Innovation," *Proceedings of ISPIM 08*, International Society for Professionals in Innovation Management, Tours, France, June 15-19, 2008.

Feland, J., "Touch the Future: Projected-Capacitive Touch Screens Reach for New Markets," Information Display, Vol. 24 No. 7, July 2008.

T. Sandholm, S. Dong, S. Mukherjee, J. Feland, and B. A. Huberman, "Semantic navigation for AI-assisted ideation," arXiv preprint arXiv:2411.03575, 2024. [Online]. Available: https://arxiv.org/abs/2411.03575

T Carleton, WR Cockayne, J Feland, "The pioneering role of Stanford DesignX and legacy of Larry Leifer on the field of engineering design," Proceedings of the Design Society 5, 3071-3080. Available https://www.cambridge.org/core/services/aop-cambridge-core/content/view/00A340805FB71CE3ACFD4BFADC49668E/S2732527X25103210a.pdf/pioneering_role_of_stanford_designx_and_legacy_of_larry_leifer_on_the_field_of_engineering_design.pdf

Invited Talks

"What will the next 10 years bring?: Putting Blockchain, AI, Autonomation and other technologies in context"
- National Conference of State Legislatures, 2017

"Consumer Experiences with Early Autonomous Vehicles: Insights Governing Adoption "
- Autonomous Vehicles 2017 Detroit Summit, 2017

"Voice Assistants Impact on the Automotive Experience, Beyond Siri"
- IEEE COMSEC on Connected Cars, 2015

"Origins of Design Thinking: Design for Aliens "
- Design Thinking Unconference, 2011

"Reflecting the flat world in design education through ME310: Global Design Innovation Class"
- Autodesk University Annual Conference, 2010

"The Future Needs Us, By Design"
- Asilomar Microcomputer Workshop, 2010

"Designing Compelling User Experiences"
- Gilder-Forbes Telecosm Conference, 2005
- ME310, Stanford University, 2006, 2007, 2008, 2009, 2010

"Future of Touch Interfaces"
- Gilder Forbes Telecosm Conference, 2007
- Bear Stearns Investor Conference, 2007

"Teamwork and Teambuilding skills workshop"
- Global Entrepreneurial Marketing, Stanford University 2002
- Creativity and Innovation, Stanford University 2003

- Adventures in Design Thinking, Freshman Seminar, Stanford University, 2003, 2004, 2005

Invited Papers

Bowe, M., Jensen, D., Feland, J., Self, B., "When Multimedia *Doesn't* Work: An Assessment of Visualization Modules for Learning Enhancement in Mechanics", *Technology Paper: Institute for Information Technology Applications,* US Air Force Academy, CO, (2000).

Self, B., Feland, J., et al, "The Future of Manned Military Space Missions," *Institute for National Security Studies*, U S Air Force Academy, CO, (2001).

Media Mentions

DeGrasse, M., "Another looming 5G challenge: Getting customers to upgrade to a 5G phone," https://www.fiercewireless.com/devices/5g-coming-but-carriers-need-your-help, 16 May 2018.

Keys, P.," Who Will Win In The Broken Connected Home Market?," https://www.forbes.com/sites/phillipkeys/2016/09/01/who-will-win-in-the-broken-connected-home-market/#6b91cf9f102b, 1 Sep 2016.

"BIG DATA WORRIES AROUND THE INTERNET OF THINGS," https://www.research-live.com/article/news/big-data-worries-around-the-internet-of-things/id/5005962, 22 Apr 2016.

Balakrishnan A., "Apple just made a deal that could reinvent the App Store for a new generation," https://www.cnbc.com/2017/03/25/apple-workflow-deal-the-strategy.html, 25 Mar 2017.

Fong, A., "How the Amazon Echo became an unlikely leader in the smart home war," https://business.financialpost.com/technology/personal-tech/how-the-amazon-echo-became-an-unlikely-leader-in-the-smart-home-war, 7 Mar 2016.

Buckingham, A., "Who are the winners and losers in the current IoT market?," https://betanews.com/2016/03/03/who-are-the-winners-and-losers-in-the-current-iot-market/, 3 Mar 2016.

D'Onfro, J., "We're hearing about troubles at Nest, the smart-home company Google bought for $3.2 billion," https://www.businessinsider.com/whats-going-on-at-nest-2016-2, 15 Feb 2016.

Jelinek, J., "Smart Home Devices Are Great. Smart Home Apps, Not So Much," https://techaeris.com/2016/01/26/smart-home-devices-are-great-smart-home-apps-not-so-much, 26 Jan 2016.

Bailey, B., "Apple's iPhone success may be reaching its peak," https://www.usatoday.com/story/tech/2016/01/25/apples-iphone-success-may-reaching-its-peak/79312844/, 25 Jan 2016.

Sheridan, K., "10 Hot Smartwatches, Fitness Trackers For Your Holiday Gift List," https://www.informationweek.com/mobile/10-hot-smartwatches-fitness-trackers-for-your-holiday-gift-list/d/d-id/1323361, 2 Dec 2015.

Comstock, J., "Report: Consumers want smartwatches, but value fitness tracking features," https://www.mobihealthnews.com/48579/report-consumers-want-smartwatches-but-value-fitness-tracking-features, "18 Nov 2015.

Tibken, S., "Is the iPhone 6S a smash hit? Apple may offer clues Tuesday," https://www.cnet.com/news/was-the-iphone-6s-a-smash-hit-apple-may-offer-clues-tuesday/, 26 Oct 2015.

Feland, J., "Understand what the smart-home consumers really desire," https://www.embedded-computing.com/embedded-computing-design/understand-what-the-smart-home-consumers-really-desire, 2 Oct 2015.

Lima, J., "Smart Home devices disappoint and frustrate consumers," https://www.cbronline.com/internet-of-things/smart-home-devices-disappoint-and-frustrate-consumers-4682482/, 30 Sep 2015.

Daws, R., "Research: Consumers are getting happier with smart home technology, but overall demand is dropping," https://www.telecomstechnews.com/news/2015/sep/30/research-consumers-are-getting-happier-smart-home-technology-overall-demand-dropping/, 30 Sep 2015.

Evans, J., "7 signs of pent-up demand for Apple's latest iPhone," https://www.computerworld.com/article/2982353/7-signs-of-pent-up-demand-for-apple-s-latest-iphone.html, 9 Sep 2015.

Flanagan, N., "Report: wearable demand drops in 2015," https://www.healthcaredive.com/news/report-wearable-demand-drops-in-2015/404868/, 3 Sep 2015.

Snyder, B., "Smartphone 'upgrade fatigue' sets in as new models disappoint," https://www.cio.com/article/2949097/smartphone-upgrade-fatigue-sets-in-as-new-models-disappoint.html, 16 Jul 2015.

Lugmayr, L., "IPHONE DEMAND INCREASES WHILE US SMARTPHONE CONSUMER DEMAND DROPPED," https://www.i4u.com/2015/07/93307/iphone-demand-increases-while-us-smartphone-consumer-demand-dropped, 16 Jul 2015.

Evangelista, B., "Nest refreshes smart home device lineup, but will consumers buy?," https://www.sfgate.com/business/article/Nest-refreshes-smart-home-device-lineup-but-will-6333798.php, 16 Jun 2015.

Comstock, J., "Analysis: Fitbit leads fitness tracker space, but not overall wearable space," https://www.mobihealthnews.com/43717/analysis-fitbit-leads-fitness-tracker-space-but-not-overall-wearable-space, 21 May 2015.

Wilcox, J., " Apple Watch won't be 'wildly successful'," https://betanews.com/2015/04/09/apple-watch-wont-be-wildly-successful/, 9 Apr 2015.

Holt, K., "Beats Debuts Brawn-Friendly Bluetooth Earphones," https://www.technewsworld.com/story/80581.html, 12 Jun 2014.

Taylor, B., "Smartphone Experts vs. Users: Who Knows Better?," http://techland.time.com/2013/10/10/smartphone-experts-vs-users-who-knows-better/, 10 Oct 2013.

Wong, S., "With Addition of HBO Go and WatchESPN, Are We Closer Than Ever to an Apple Inc. HDTV?," http://www.minyanville.com/sectors/technology/articles/With-Addition-of-HBO-Go-and/6/21/2013/id/50454, 21 Jun 2013.

Bonnington, C., "WHY APPLE ADDED LITTLE-KNOWN C SPIRE AS AN IPHONE CARRIER," https://www.wired.com/2011/10/c-spire-gets-iphone-4s/, 19 Oct 2011.

Zachary, G. P., "The Unsung Heroes Who Move Products Forward," New York Times, 30 Sep 2007.

Quinn, M., " Latest technology is at your fingertips, Apple's iPhone may point the way as touch screens replace the keyboard and mouse," Los Angeles Times, 7 Feb, 2007.

http://www.vincentnguyen.com/synaptics-onyx-concept-cellphone-almost-a-reality-2006119.php

http://investor.shareholder.com/synaptics/releasedetail.cfm?releaseid=214336

PATENTS

Feland, III; John; Le; Thuy Thanh Bich; Huie; Mark Andrew, Hovden; Torbjorn , Acker, Jr.; Phillip Frank, 2015, Proximity sensor device and method with activation confirmation, U.S. Patent 8,947,364, filed 20 Aug 2007, and issued 3 Feb 2015.

Reynolds; Joseph Kurth, Dattalo; Tracy Scott, Trent, Jr.; Raymond A, Feland, III; John M, 2013, Determining actuation of multi-sensor-electrode capacitive buttons, filed 13 Dec 2012, and issued on 16 Jul 2013.

Reynolds; Joseph Kurth Dattalo; Tracy Scott,Trent, Jr.; Raymond A, Feland, III; John M, Baharav; Izhak , Maloney, Jr.; John P, 2013, Determining actuation of multi-sensor-electrode capacitive buttons, U. S. Patent 8,358,226, filed 27 Oct 2008, and issued on 22 Jan 2013.

Zawde; Fidel, Le; Thuy T. B., Feland; John, Trent, Jr.; Ray Alexander, Huie; Mark, 2010, Proximity sensor device and method with adjustment selection tabs, U.S. Patent 7,825,797, filed 2 Jun 2006, and issued on 2 Nov 2010.

Matsiev; Leonid, Kolosov; Oleg, Uhrich; Mark D. Rust; William, Feland, III; John M., Varni; John F., Walker; Blake, 2008, Environmental control system fluid sensing system and method, U.S. Patent 7,350,367, filed 27 Sep 2004, aind issued 1 Apr 2008.

Bennett; James, Dales; G. Cameron, Feland, III; John M., Kolosov; Oleg, Low; Eric, Matsiev; Leonid, Rust; William C., Spitkovsky; Mikhail, Uhrich; Mark, 2007, Portable fluid sensing device and method, filed 20 April 2005, and issued 18 Sep 2007.

SOFTWARE PROFICIENCY

- AI development stacks, including cursor, Claude Code, full stack intergration with AWS
- Python, MYSQL, Postgres, Ruby on Rails, Javascript, Meteor, React, D3.js, Highcharts, MongoDB, plotly
- Microsoft Office Suite, Microsoft Project, Visio, Figma
- Solidworks, Autodesk Inventor, Fusion360
- Embedded Microprocessors – BASIC Stamp, Motorola 68HC11, Atmel AVR, BASIC Atom, Arduino, C.H.I.P. RPi, NVIDIA Jetson

CURRENT AND PAST PROFESSIONAL AFFILIATIONS

American Society of Engineering Education
- Publications Chair for Entrepreneurship Division (1999-2002)
- Session Chair and peer reviewer for annual conference

American Society of Mechanical Engineers, member
- Peer review for Design Theory and Methodology Annual Conference

International Design Society, associate member
- Charter member
- Session Chair and Peer Reviewer for International Conference on Engineering Design

Stanford Center for Critical Foresight
- Member of Board of Advisors

MIT/Stanford Venture Lab
MIT Club of Northern California
MIT Alumni Association

HOBBIES AND ACTIVITIES

Knitting, Gourmet Cooking, Gadgets, Fatherhood, Sailing, Snowboarding, Hiking, Camping, World Travel