

Brian O'Keefe

Farmingdale State

Brian O'Keefe, Ph.D., is an Interaction Designer and User Experience Architect 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 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 Walmart 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 19th century 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.