



Adrian Chan

Accomplished social media consultant, strategist, and specialist in social interactions and online practices. Innovative blogger, design thinker, writer and visual conceptualizer to social media applications. Insightful and engaging team leader.



Gravity7

Thought leader in the user experience and social practices of social media

Twelve years in multimedia, web development, strategy, and execution

Designed and built over thirty Web sites, online applications, and inter-actives for numerous clients

Blogger & Member

Activitystrea.ms

[Sr Fellow, SNCR](#)

[Mashable](#)

[JohnnyHolland](#)

[Centernetworks](#)

Awards

2003 Maggie Finalist

Best Online Publication Home Page Design, Best Overall Online Design, Best Online Publication, for Yogajournal.com.

2002 Maggie Winner

Best Online Publication, for Yogajournal.com

NAB Crystal Award

Best Educational Technology Product. *The Civil War*, by Ken Burns. Interactive Laser Disc.

Oracle Challenge Grant

First place winner of \$100,000 for a cartoon-making toolkit for Oracle Corp.

Social Interaction Design

Adrian Chan is a leading thinker of social media and social software design, a field he has coined "social interaction design."

His extensive experience online as a developer, strategist, consultant and theorist enable him to offer on-target advice and guidance in how to make social media work better. He draws on a deep understanding of how users engage and interact with social media and with each another. His insights and framework make an important contribution to development teams, start-ups, agencies, online communities, and other clients.

Engagements and deliverables include off and on-site strategizing, product visioning, marketing strategies, social interaction design requirements and product specs, comps and wireframes.

Social interaction design combines conventional user experience and interaction design with online communication and social interaction practices. Social interaction design takes the factors into account that benefit different kinds of users, while shaping outcomes for the rest.

The design of social practices is relevant to many social media applications, including:

- Social media marketing execution
- Open and closed social networking applications
- Twitter and conversational strategies and analytics
- Widgets and social applications
- Social media in mobile, enterprise, and social CRM
- Social media creative strategies

"Adrian was a huge factor in propelling a multidisciplinary team of both inside and outside resources from concept to killer demo in less than 90 days. What we got was on-time, on budget, with a result of key stakeholder buy-in. Ground-breaking creative, business strategy, and project management flexibly adapting to the abrupt changes of projects in pitch mode - that's the package."

Clients

Stealth-mode startups
Likelist
Klout
Peerpong
Extractable
Devstu.org
SAP CRM
Asmallworld
Anderson DBB
PopularMedia
France Telecom/Orange
TrustedOpinion.com
Click.tv
Clipsync.com
Razoo.com
Brick River
greatnonprofits.org
GoingOn.com
Mellon Financial
Thomson Publishing
Oracle
Yoga Journal
Webvan
Smith & Hawken
Marin Bicycle
Sierra Designs
Reel.com
WCADV.org
Game Ready
Arts Alliance
Harbinger
Isyndicate
Intraspect

Education

Stanford University. Stanford, CA, 1988
Free University, Berlin, 1989

[2011 Resume](#)

Most of Adrian's clients have social media in their DNA, and are often startups seeking expertise, product specs, design briefs, use cases, page flow and other design documentation. But a growing number of industries and markets seek to leverage social media for their own purposes — to reach their audiences and consumers. Their success depends not only on how good they are but on how they engage conversation. Good social media knows how to keep the audience at the table.

Adrian uses interaction frameworks developed over past years for a number of use cases and user scenarios, from chat applications to live gaming widgets. These allow him to get up to speed quickly on new projects. While following industry news and trends, and keeping an eye out for best practices, fresh design solutions and new applications, he tries to fit these into a big picture view of the field.

Adrian's work, including slide shows, white papers, research notes, and an overview of social interaction design, are at his site, Gravity7.com. Adrian ranks in the top ten on Google for many social software, social media, and film analysis searches. He maintains a blog on [social media](#) and a [blog on film](#) and has posted at ReadWriteWeb, Mashable, Centernetworks, and JohnnyHolland.

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