The Principal Interaction Designer defines the strategy of simple; human-centered experiences ranging from mobile; web; desktop applications; and other emerging technological platforms. Expert in the art and science of engagement-exploring the motivations and interactions that lead us to see; believe; think; and act differently defining the fundamental design principles and patterns of meaningful engagement at scale (large numbers of people); and designing the tangible expression of these principles in workflows; interfaces; and experiences. Defines the full life cycle of digital design enhanc