
Claire Rowland



Claire Rowland is an experienced UX (User Experience) and product consultant who has particular expertise in connected products, or what tends to be called the internet of things (IoT).

Claire is from a software UX background, mainly for web, mobile and digital service design, but has particular expertise in designing systems that incorporate specialised embedded devices. To date, her main experience is in mass market consumer IoT, particularly connected home applications, such as heating/cooling, energy monitoring/smart meters, security/monitoring, lighting and general home automation.

She began her career in 1997 as an information architect at the Press Association before moving onto roles at Razorfish, Lexis Nexis, Flow Interactive and Seren Partners focussing on UX research/strategy and digital service design for a wide variety of sectors and clients. Before becoming independent, she worked on energy management and home automation products as the service design manager for AlertMe.com, a connected home platform provider, now owned by British Gas. Previous to that, she was head of research for design consultancy Fjord, where she led EU funded R&D work investigating the interusability of interconnected embedded devices.

Claire is the lead author of a well-received book *Designing Connected Products: UX for the consumer Internet of Things*.