

Math Ventures™ Forethinking People for Thinking People™

Uri Geva, Curriculum Vitae

Mission Statement

Ten Ninety's goal is to deliver one hundred percent client satisfaction from its quality products and services. Paraphrasing Thomas A. Edison's words, Ten Ninety's name is derived from the strong belief that excellence is ten-percent inspiration and ninety-percent perspiration. Ten Ninety invests all of its ingenuity and labor to achieve its goal. To measure its success in reaching this goal, Ten Ninety has set a single criterion: The distinction between its clients future desires and future needs. All clients should be in the position to employ the firm of their choice to solve their evolving needs. The choice to continue employing Ten Ninety should be based in the complete satisfaction with past experience, in the desire to work with and to enjoy the high-quality services and products provided by Ten Ninety. Ten Ninety's clients should not have to continue to use our services, but rather want to.

Background and Philosophy

Uri Geva established Ten Ninety in the spring of 1993. Until 2001 Ten Ninety specialized in the design, development and implementation of database solutions. A critical element was developing intuitive and consistent user interface to simplify and ease workload. The R&D Division of Ten Ninety concentrated on product design and its Film Production Division developed instructional video projects.

Since 1999 Uri volunteered-taught math in the classroom of various grades. He realized that there exists an urgent need to improve the learning and, therefore the teaching, of mathematics. Testing his ideas, Uri discovered that his productive ingenuity has great potential addressing and solving math-education problems. Early in 2001 MathVentures was founded and, with it, Ten Ninety shifted its focus to mathematics education.

Long before multi-media became popular, Uri combined the formal studies of mathematics and computer science with the art of motion pictures. For years he has applied cinematic principles to improve communications and user interface. Since multimedia production is a multi-profession, highly collaborative endeavor, Uri understood that the producer is the leader of a team of professionals and applied the same management skills and principles to all of his endeavors.

Experience has taught Uri the value of design simplicity, consistency, intuitiveness and ease of learning. Whether the product will be used in a hectic office or chaotic classroom environment, whether the users are office workers, instructional video viewers, teachers or students, once they develop expectations, the product must meet them consistently. Principles and skills should be conveyed in a clear, easy-to-understand manner, avoiding the need to rely on rote memorization, in the workplace as well as at school and at home.

Work Experience

Throughout his career, whether as an independent business owner or as an employee, whether working for clients or on his own projects, Uri and his work consistently exhibited several important qualities:

- Innovative thinking and problem solving
- Committed to quality, timely delivery of products and staying on budget
- Self motivated, independent
- Hard worker, comprehensive coverage of subject matter, left no question unanswered
- Communication skills, team work and leadership
- Stability. I stayed in the same profession and with the same organization for many years. (See Business & Employment History below.)
- **Teaching Experience**
 - **Stanford University Teaching and Coaching.**
 - Lecturer, Hasso Plattner Institute of Design at Stanford (a.k.a. d.School), for several design-thinking courses: Tools for Experience Design (MS&E430), Spring 2006, head of the Motorola Studio of the Interdisciplinary Design Innovation (ME325/CS447), Winter 2004.
 - Member of the teaching team (coach), Mechanical Engineering Design, Senior Design Project (ME113), since 2000
 - Coach graduate student teams, Tools for Team Based Design (ME310A) and Design Project Experience with Corporate Partners (310B,C) since 2000.
 - **Staff development.** Uri has been teaching teachers, grades K through 8, how to improve their math teaching skills and, for those who need it, how to ease their math anxiety. Uri has been developing various methods to assist teachers, from math-relaxation exercises to number-sense tools and methods, from visual-computation techniques to geometry and algebra. He conducted classes and workshops, including at the San Mateo Foster City School District, for San Mateo County Office of Education, for California Mathematics Council and for the University of Phoenix. (MathVentures)

- **Developed lesson plan for the California High School Exit Examinations, State of California Algebra 1 Project.** Responsible for and developed the lesson quadratic-equation lesson plan (standards 14.0, including Material for standard 19, 20, 22, and 23.)
- **Volunteer math teacher and math-teacher support** in all primary and middle school grades. Since 1999 Uri taught mathematics in grades 3rd through 5th classrooms at least twice every week, working with students of all levels on all required subjects. In middle school Uri taught complete topics, required by the state standards, such as area calculation of various shapes and isometric and orthogonal drawings. Uri provided support to primary and middle school math teachers.
- **Taught parents** of low-performing middle-school students how to assist their children learning such subjects as multiplication. (MathVentures)
- **Product Design**
 - Creative, innovative problem solving, including prior-art research, benchmarking, applying existing or new technologies to and devising new solutions. (Suri & Co., clients include DKD, currently IDEO; Ten Ninety)
 - Coaching graduate and undergraduate design students. (See details above under Teaching Experience)
- **Film and Video Production**
 - Lecturer, multimedia resources Hasso Plattner Institute of Design at Stanford, Stanford University.
 - All aspects of film and video production, including writing and preproduction, production and post-production. (Suri & Co., Ten Ninety for various clients and independent productions)
- **Writing Experience**
 - Wrote & published in professional periodicals.
 - Writing user guides, manuals and context-sensitive, interactive online help documentation. (Ten Ninety for various clients; Borland International)
 - Edited various research papers of post-doctorate researchers.
 - Writing fiction and non-fiction for motion pictures, television, film and video production.
- **Software Research, Development and Engineering**
 - Proven ability to independently manage projects from initial conception through design, development, implementation and quality assurance to the final product delivery, product configuration tools. (Suri & Co., Ten Ninety; Borland Int'l)
 - Extensive experience in team collaboration, as both team leader and member. (Suri & Co., Ten Ninety; Borland Int'l)
 - Software development experience, including all aspects of user-interface and database applications. (Ten Ninety; Borland International)
 - Computer-security research and development (Suri & Co.)
 - Research of graphical-environment for software development (Suri & Co. for SRI International, Computer Dept.)

Business & Employment Summary

2004 – present	Stanford University	Lecturer, Hasso Plattner Institute of Design at Stanford, Multimedia Services and co-instructor of design-thinking courses (MS&E430, ME325/CS447)
2001 – present	MathVentures	Owner, a division of Ten Ninety, dedicated to math education.
2000 – present	Stanford University	Coaching graduate and undergraduate mechanical Engineering students
1993 – present	Ten Ninety	Owner, product design, hardware and software R & D, motion-pictures production.
1986 - 1993	Borland International	Software engineer, R & D department.
1977 – 1985	Suri & Company	Owner, product design, film production, hardware and software R & D.

Education

- Stanford University, MA Communications, Film Production. 1981.
- University of California, Los Angeles, BA Mathematics and Applied Science. 1975.