

Édouard Urcades

Product Design

January 2024

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I've been designing beautiful,
fun, and truly personal new computers.

I'm an optimistic digital product designer
with a background in materials science,
human factors research, and industrial design.

I possess a unique melange of professional capabilities,
I've experienced a wide range of operational contexts,
I'm fluent in a variety of design procedures,
and I have great taste in all things.

I find joy in building software and hardware
that gracefully extends the capabilities of the human body.

The following pages offer a sample of recent works
that I fundamentally impacted or directed in some manner.

Index

Tlon
2019–Ongoing

Tlon (Android, iOS)
Landscape (Web)
Small Talk (iOS)
Branding, Web Design, etc.

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Urbit Foundation
2019–2021

Urbit.org
Misc. Urbit Brand
Star.market

Samara/Airbnb
2018–2019

Pilot
Backyard

Mornings
2017–Ongoing

Misc. Work

Tumblr
2015–2018

Tumblr Apps

IBM
2013–2015

B2B iOS Apps, Presence
Insights, RapidApps, Internal
Tooling

Smart Design, OXO
2012

Various home goods

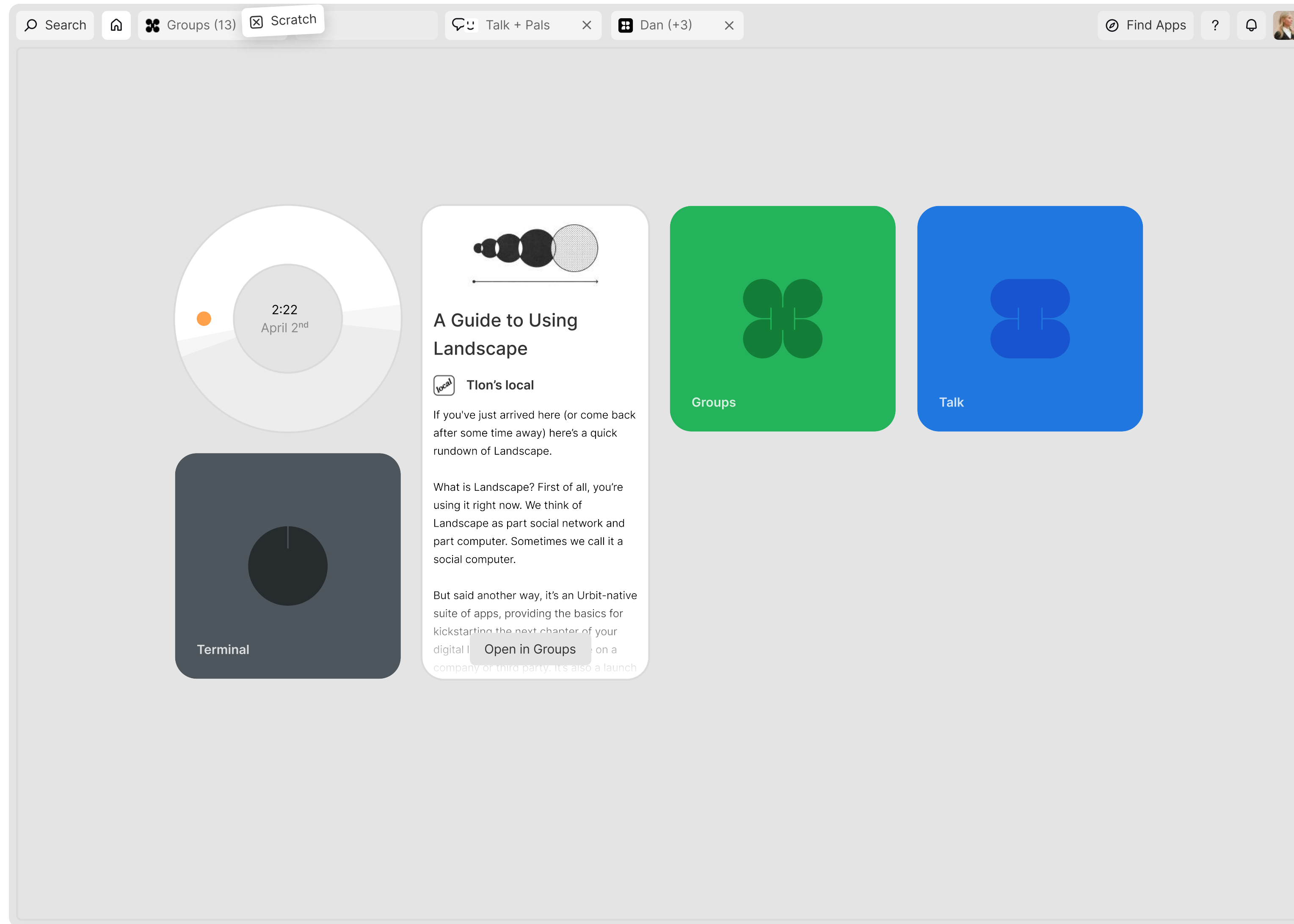
I currently lead Tlon's design efforts on a variety of fronts, from co-architecting its flagship product lines alongside execs and PMs, to working alongside engineers to refine nitty-gritty elements of various web and native UIs, to collaborating with my favorite visual designer (Romina) and writers (Keaton and Eleanor) in the world on soulful marketing-communications materials, to pitching the future of our work to investors.

As a classic startup designer, I've worn a variety of hats and touched nearly everything we've ever produced.

I've hired most of the design team and some of the marketing and communications team(s). I've led the charge in getting Tlon to adopt its own products for work communications, and I've essentially set the aesthetic bar for the Urbit protocol/network and see my influence reflected in the work of dozens of other organizations on the network.

It's hard to summarize everything I've accomplished at Tlon, but in a nutshell:

I've designed a new networking protocol, operating system, app suite, software ecosystem, and corporate design approach from 0 to 1, and I've contributed directly to 10x-ing the size of the Urbit network from 2022 to 2023.



Channel Name 🔍 ⋮

and themselves */acc or alignment fail to truly internalize the fundamental
 hat capitalism is a natural law, nature's god, all ruling entity of all material
 —the efficient elimination of inequilibrium through the reorganization of finite
 —and thus AI reaches back from the future to assemble itself. Any attributions
 agency are delusions at worst and hubris at best when our every scale action
 uted by a self-assembling thermodynamic god. Human non-agency under
 iable capitalism is the black heart of accelerationism. Acc discourse's many
 ions and divisions beyond the one true landian accelerationism are various
 opes hoping to negotiate the non-negotiable. Anyone who has not accepted
 its themselves to irrelevance. The only escape is digital brain upload or
 obally reversing the clock on human industrialization, as has happened at least
 re in cyclical history. This was Miya Black Hearted Cyber Angel Baby's
 and it bears repeating as we watch so much empty discourse wasted on the
 alignment.

ot

was saying...

and themselves */acc or alignment fail to truly internalize the fundamental
 hat capitalism is a natural law, nature's god, all ruling entity of all material
 —the efficient elimination of inequilibrium through the reorganization of finite
 —

s AI reaches back from the future to assemble itself.

😊 📎 Send

< Group Name 🔍 ⋮

- Home
- All Channels
- Invite People

Arranged Channels 🔍 + 🔍

- Basics
- Banter 12
- Media Collection
- Watercooler
- Burn Book**
- Synchronous Comms
- Video Stage
- Audio Room

< Burn Book 🔍 ⋮

A Scanner Darkly

And the Federals, when they locate such a pot
 plantation down there--they machine-gun the farmer, his
 wife, their children, even the animals. And then drive off.
 And their copter search continues, backed by the jeeps.

Such lovely little blue flowers.

"You're seeing the flower of the future," Donald, the
 Executive Director of New-Path, said. "But not for you."

"Why not for me?" Bruce said. "You've had too much of a
 good thing already," the Executive Director said. He
 chuckled. "So get up and stop worshipping--this isn't your
 god any more, your idol, although it was once. A
 transcendent vision, is that what you see growing here? You
 look as if it is." He tapped Bruce firmly on the shoulder,
 and then, reaching down his hand, he cut the sight off from
 the frozen eyes.

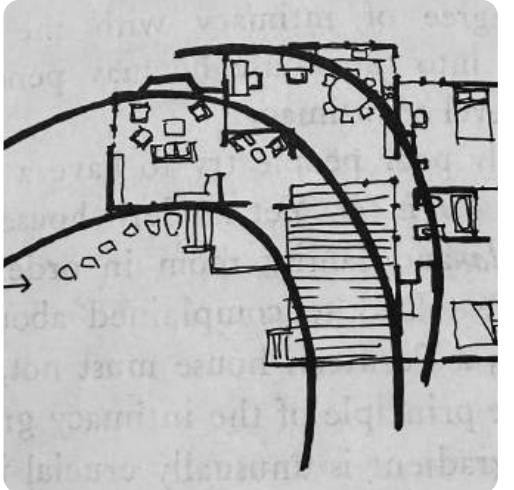


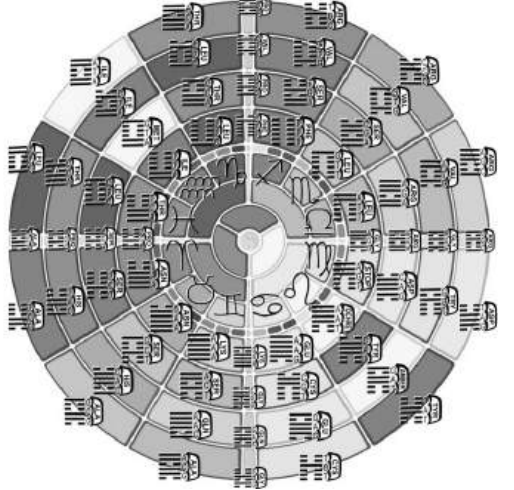



"Gone," Bruce said. "Flowers of spring gone."

"No, you simply can't see them. That's a philosophical
 problem you wouldn't comprehend. Epistemology--the theory
 of knowledge."

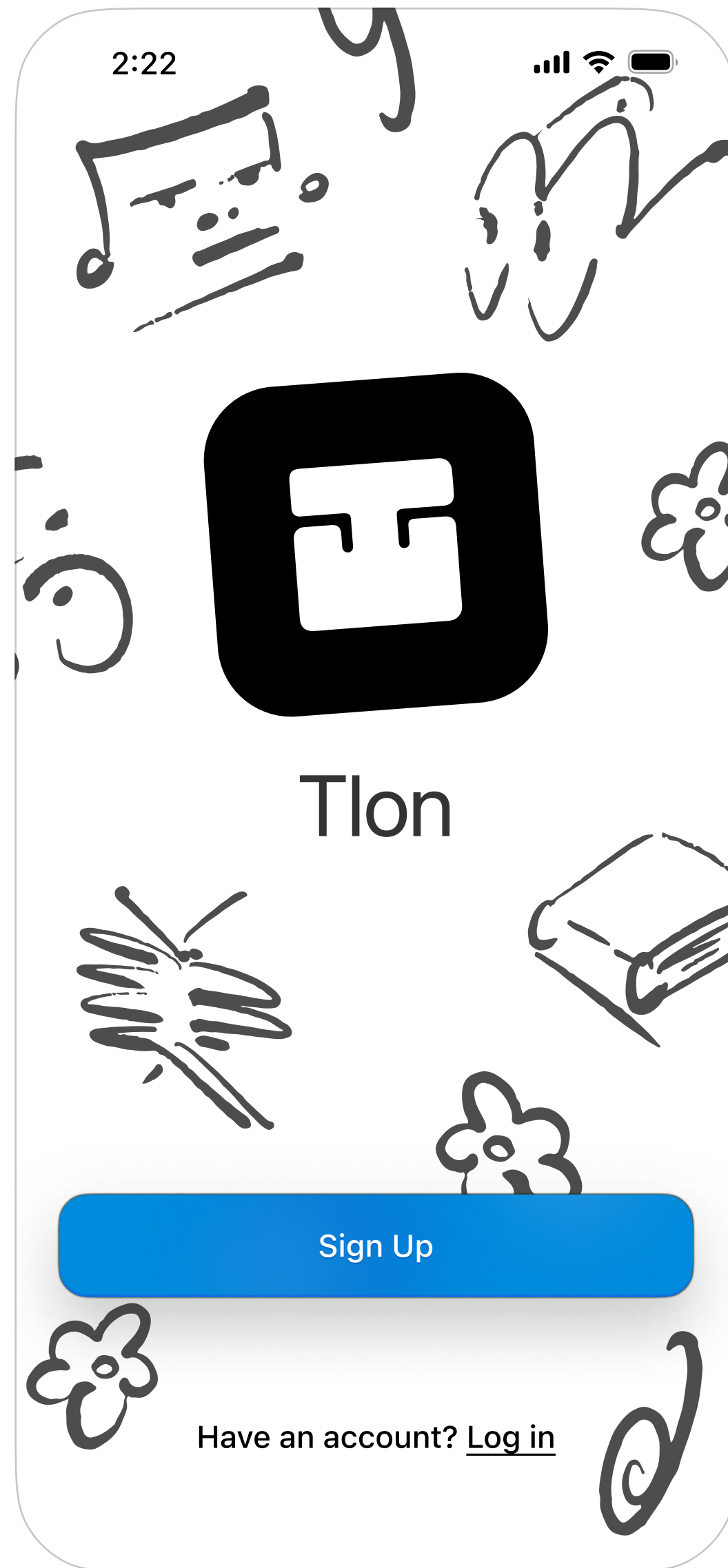
Bruce saw only the flat of Donald's hand barring the light,
 and he stared at it a thousand years. It locked; it had
 locked; it will lock for him, lock forever for dead eyes
 outside time, eyes that could not look away and a hand that
 would not move away. Time ceased as the eyes gazed and the
 universe jelled along with him at least for him froze

Media Collection

He bent down and saw
 growing near the
 ground a small flower,
 blue. Many of them in
 short tinkly tinkly
 stalks. Like stubble.
 Chaff.
 A lot of them, he saw
 now that he could get

/prompt des
 detail the
 designed ma
 Urbit



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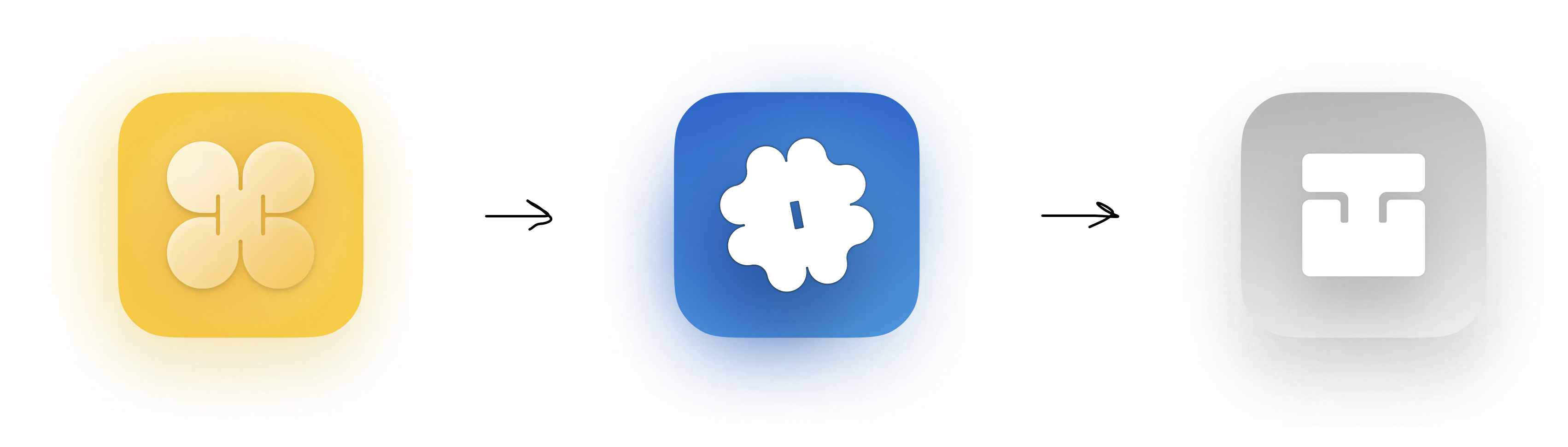
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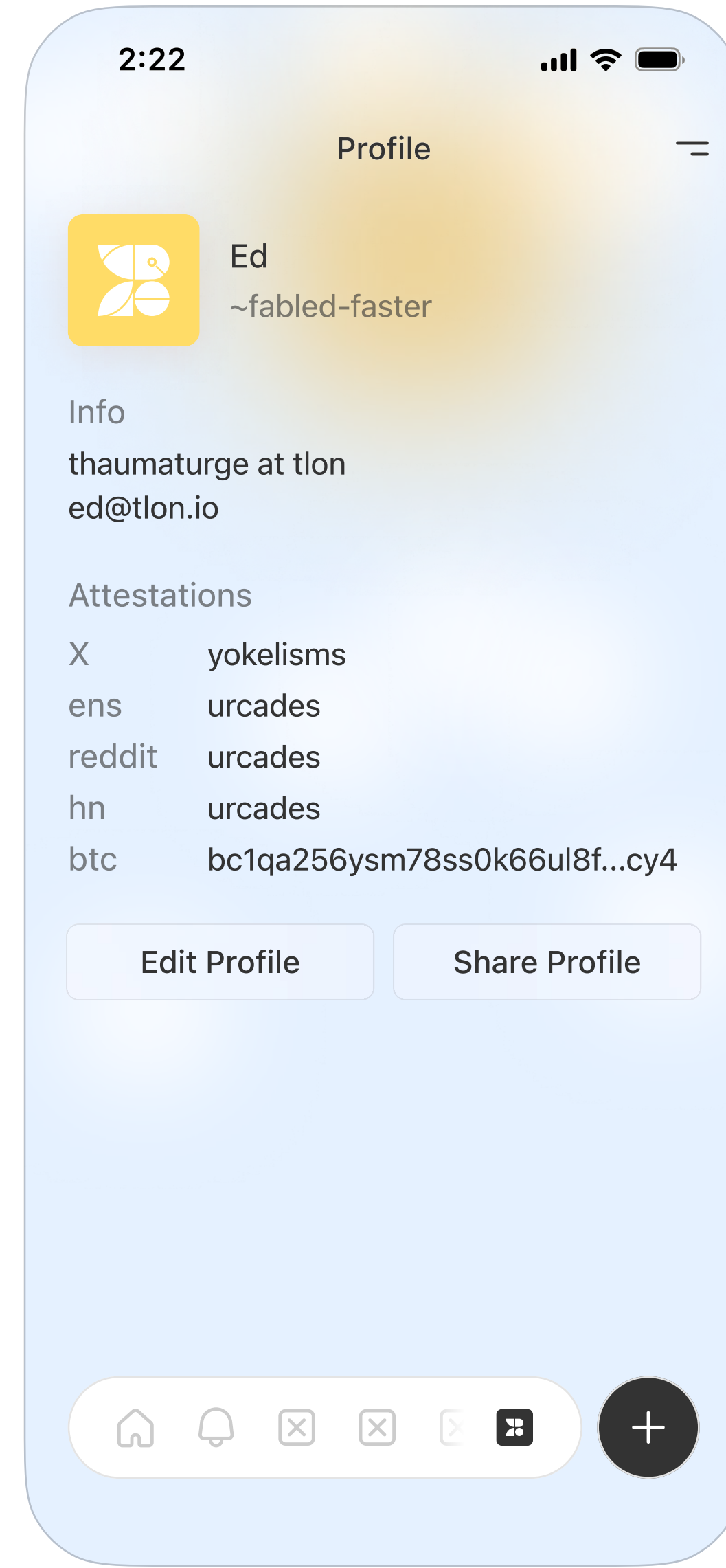
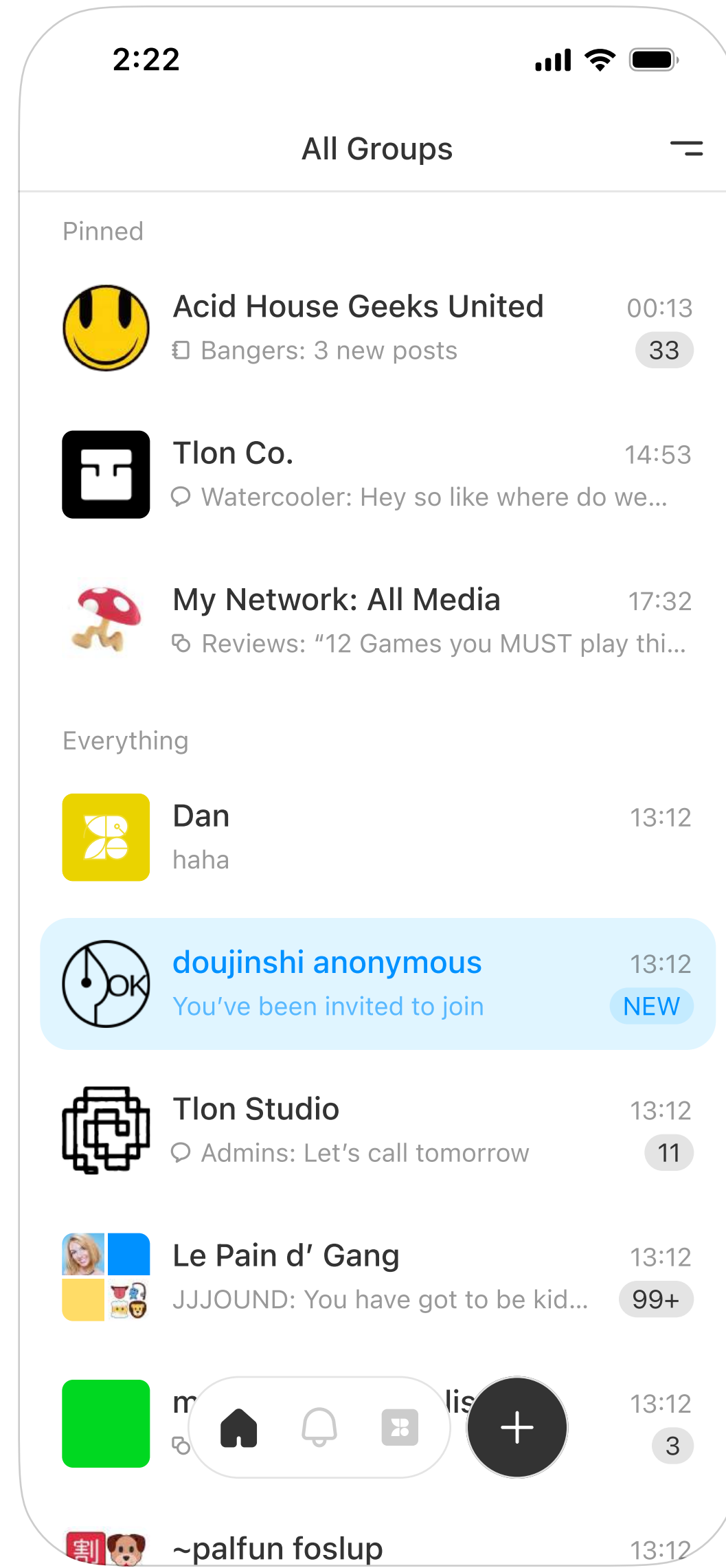
This is your life.
This is its interface.

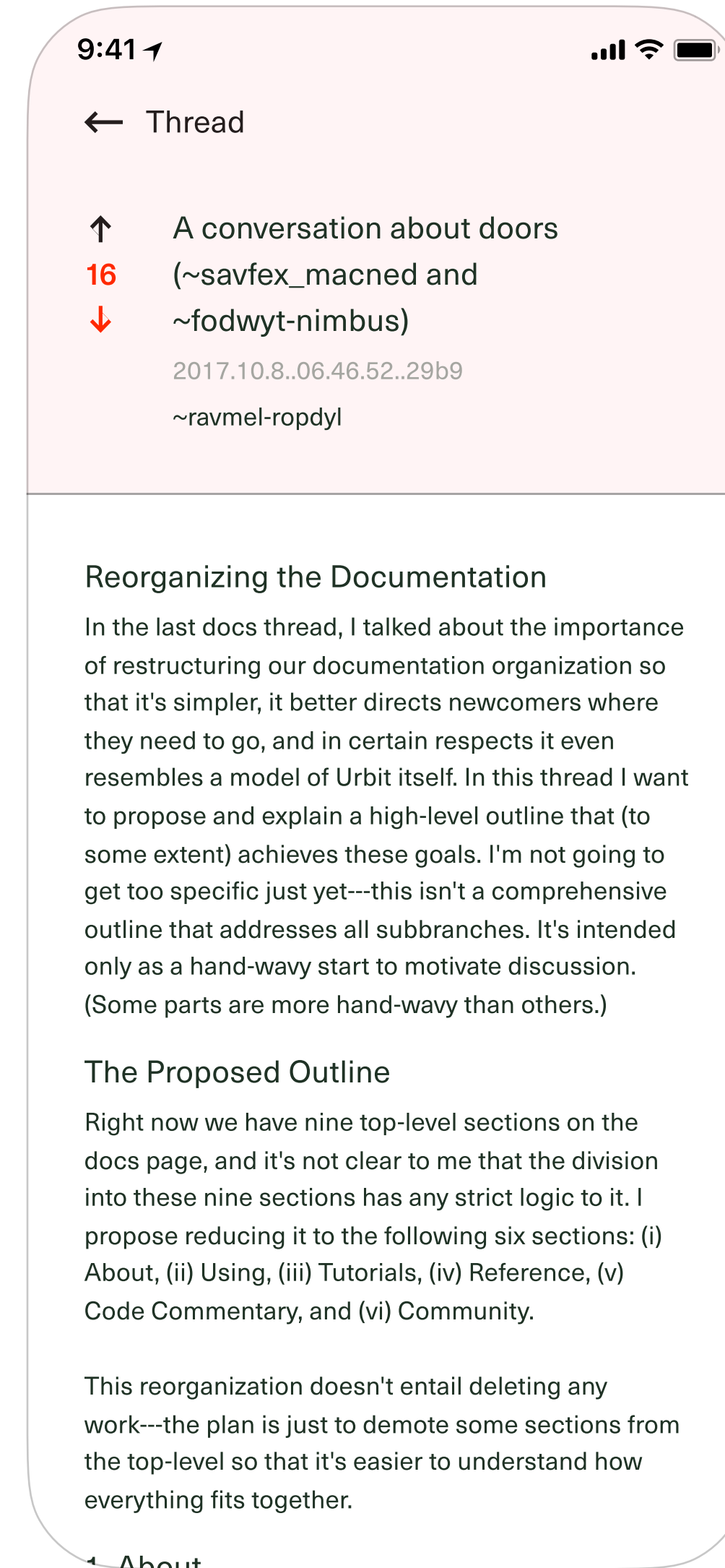
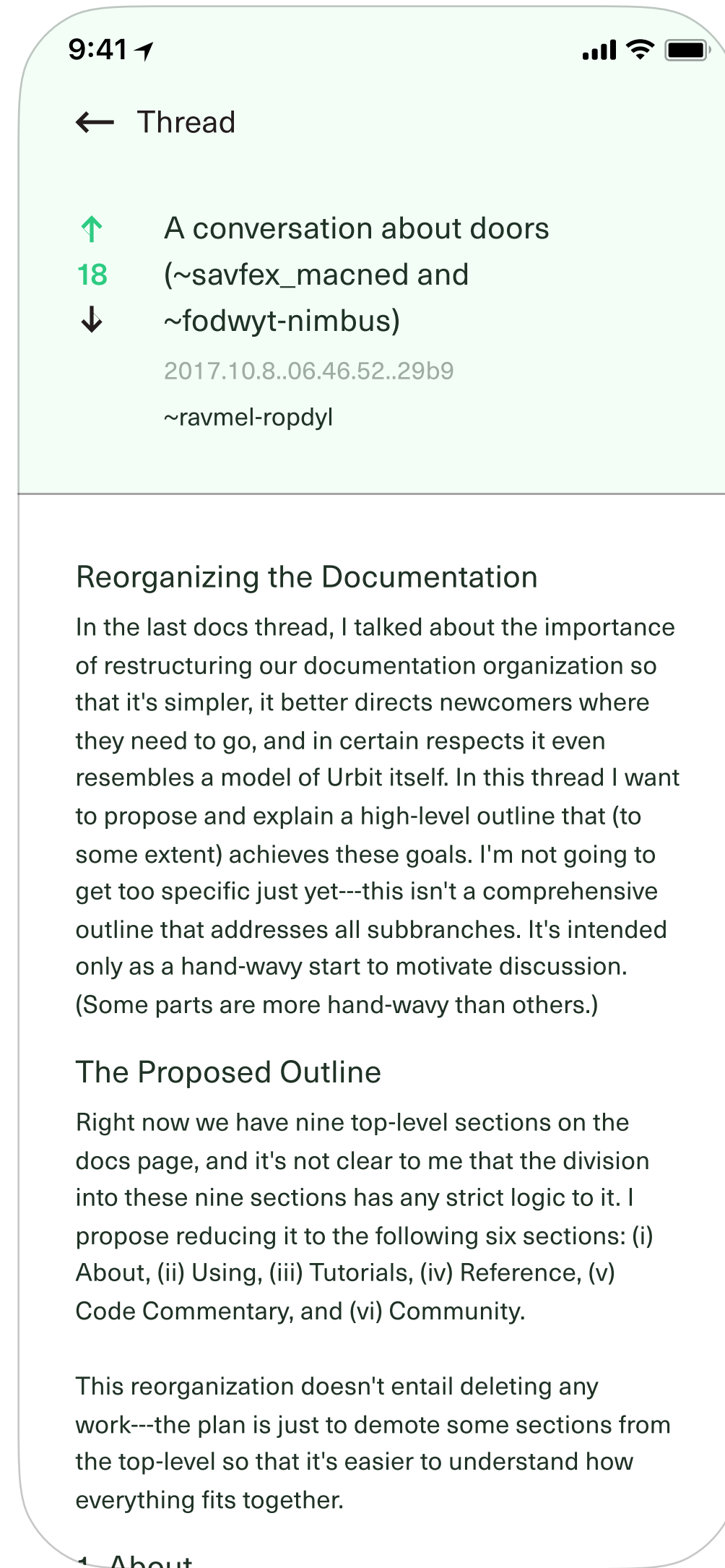
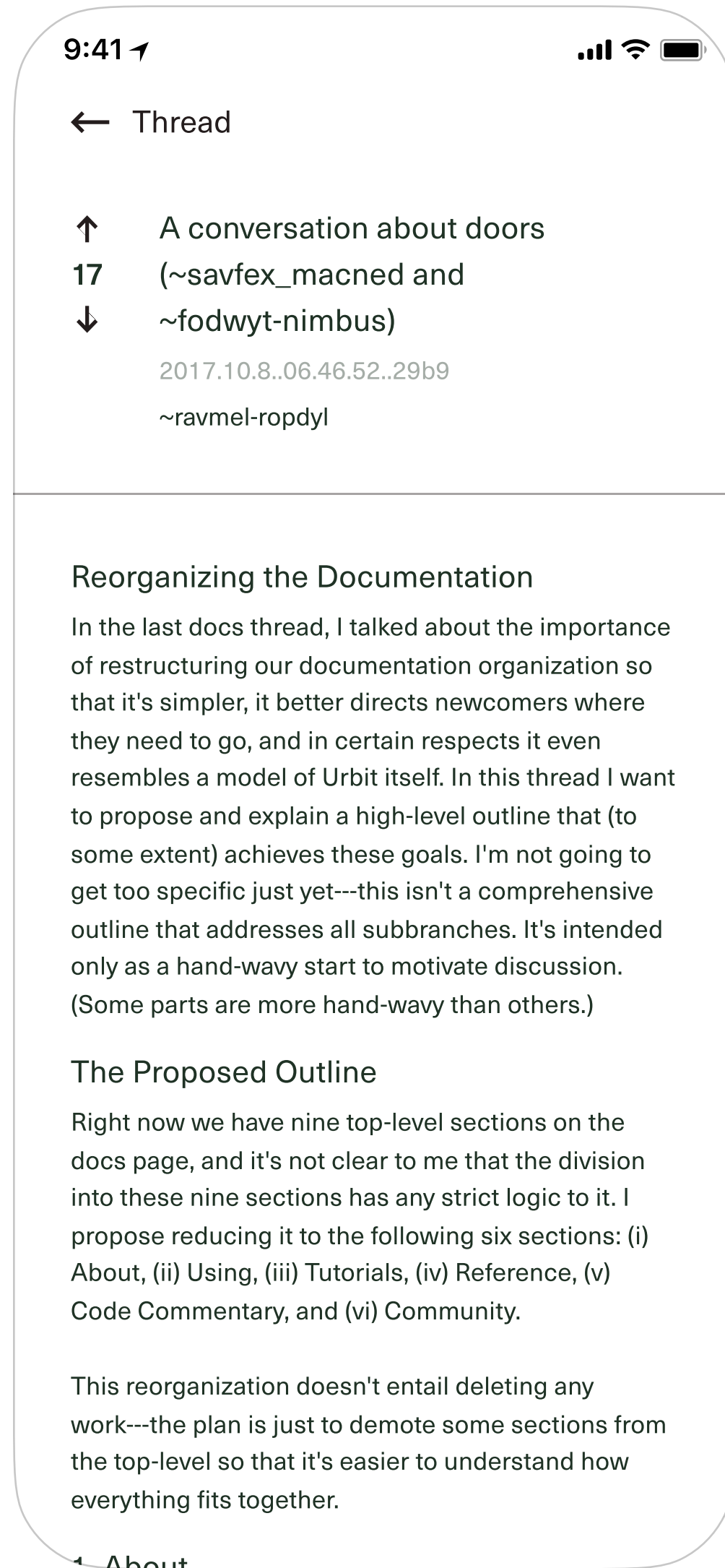
IN CASE OF EMERGENCY
IF YOU WITNESS A VEHICLE STRIKING
THIS RAILWAY BRIDGE
PLEASE CONTACT RAILTRACK USING
Telephone No: 01708 841225
AND STATE
BRIDGE STRIKE IN LEMNA STREET
BRIDGE NO. 503
IMMEDIATELY AFTERWARDS INFORM
THE POLICE USING 999 SYSTEM

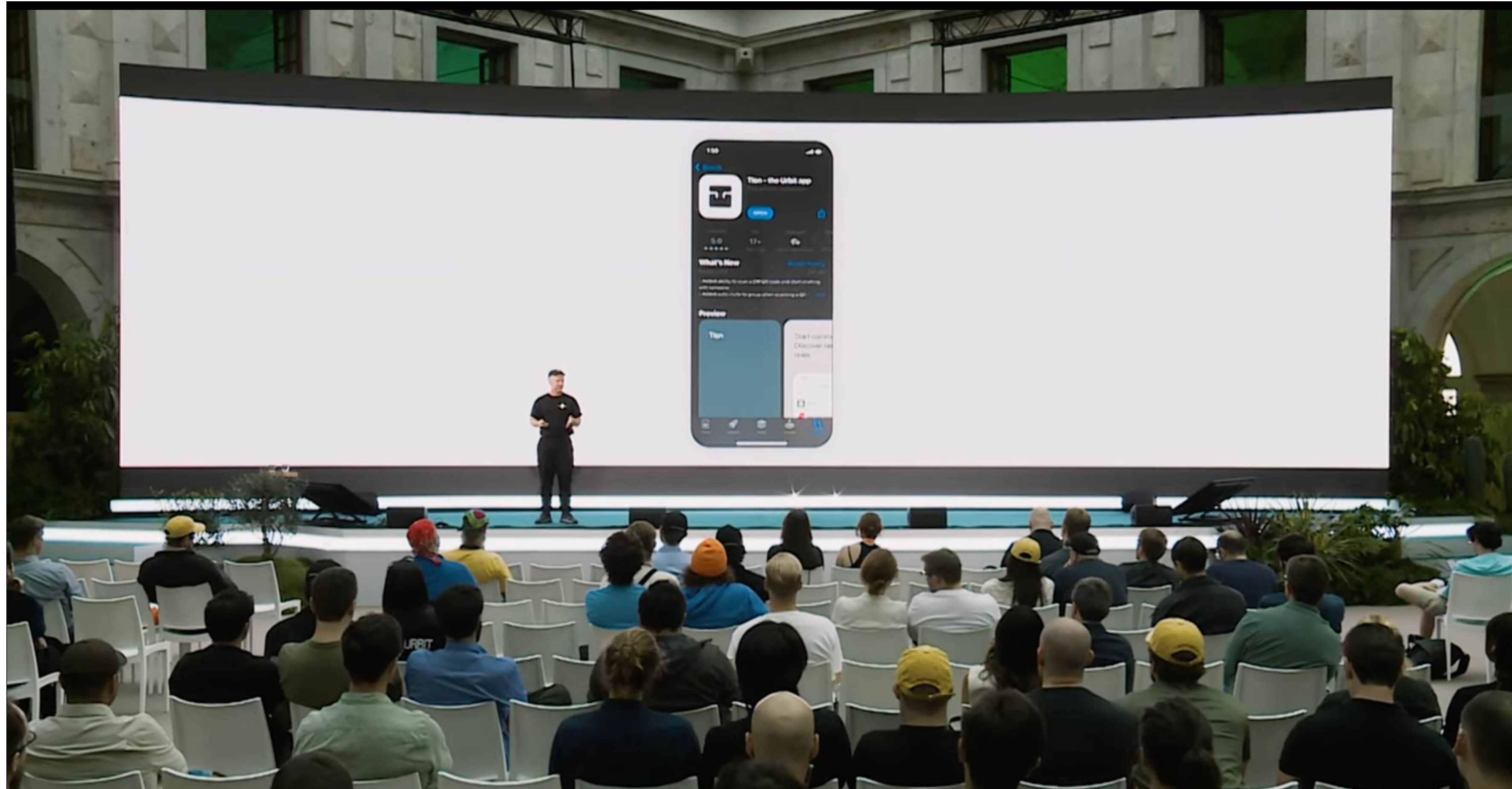
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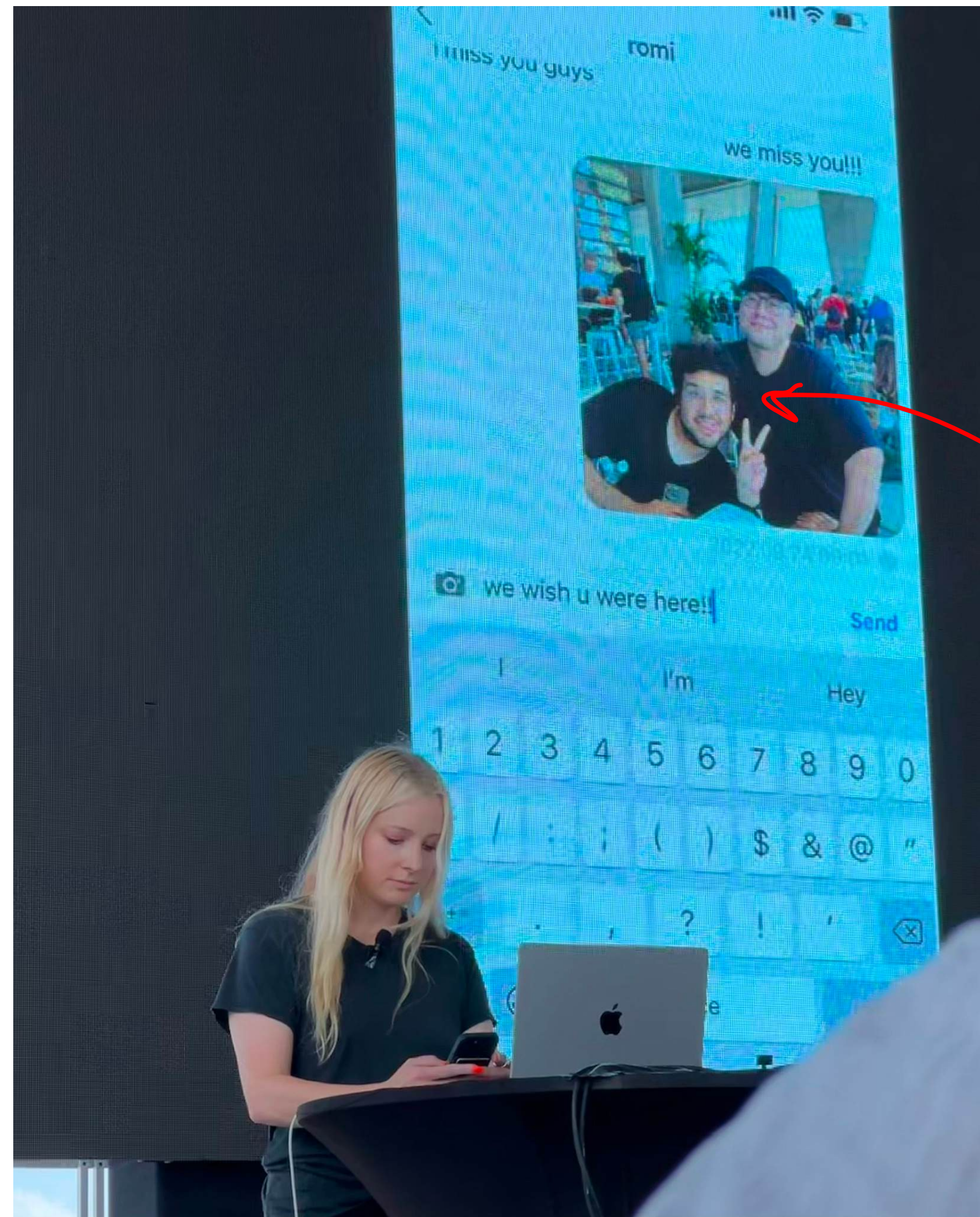
GANG
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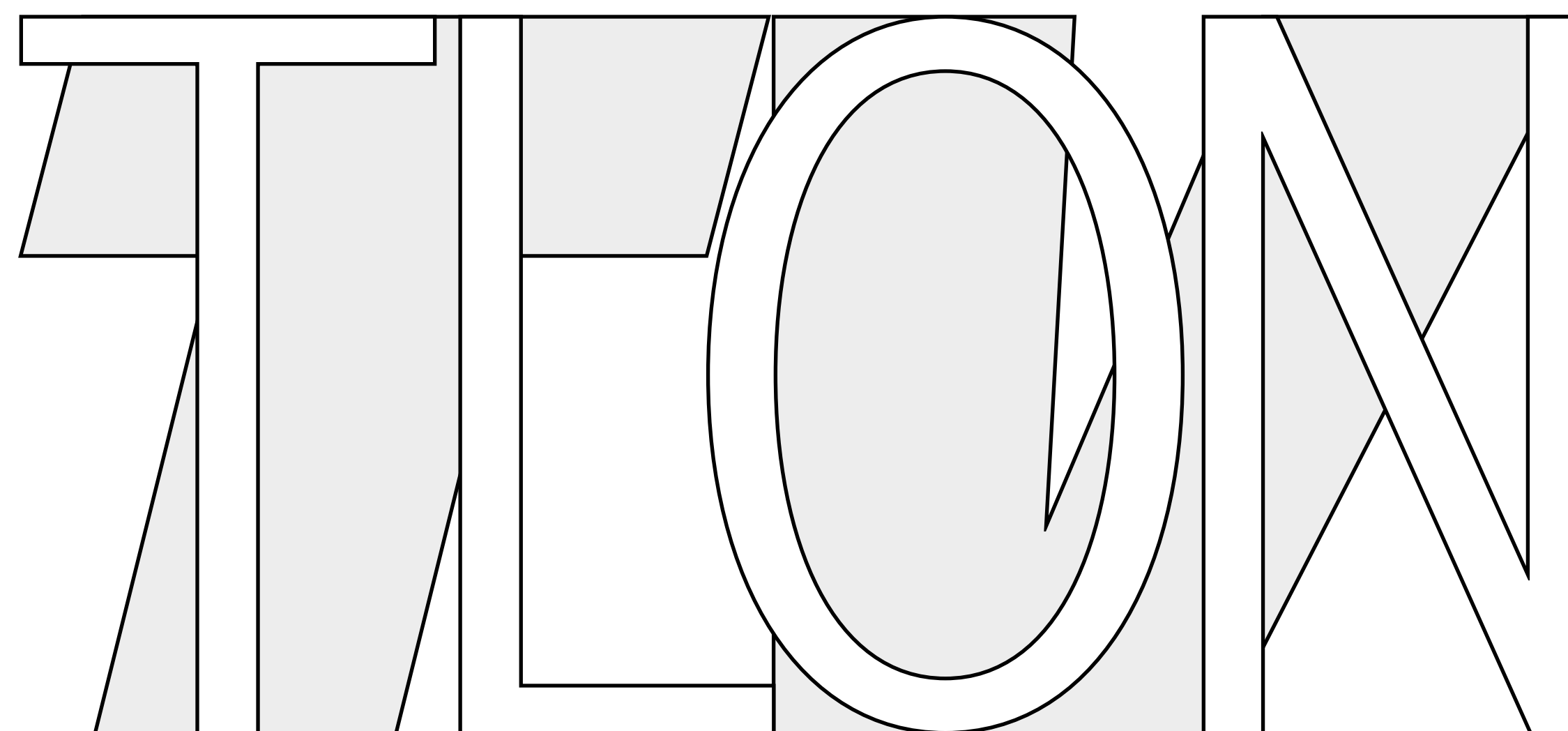






That's me!









Hello Nicole,

Some news: We're steadily inviting more people on our waiting list

You're currently **#504** in line.

To thank you for your patience, we'd like to send you a handful of invites you can share out with your friends to allow them to jump to your place in line.

If any of your friends use up an invite, you'll all be moved up in line together.

ABC123ABC123

ABC123DEF456

ABC123HIJ789

ABC123KLM012

ABC123NOP345

Thanks for your patience.

Warmest regards,
Tlon



Tlon.io builds beautiful infrastructure
2325 Third St #428, San Francisco, CA 94107

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Hello!

You're on the list for Urbit hosting.

We've begun onboarding people and are working fast to get to you, hopefully by year's end. Thanks for your patience!

Today, Urbit is all about small groups, communities, cults, and squads. The best way to use Urbit is with friends. (We're particularly partial to groups between 8 and 32 people — it feels like that's where the magic happens.)

We're planning to onboard groups ahead of anyone else. Anyone who signs up with the referral code below will automatically be added to your group and we'll onboard you all together.

To have your friends come with you into this new world, have them register with this link:

★ tlon.io/invite/34gwDA4

That's it for now. See you on the network!

Best,

Tlon



Tlon.io builds beautiful infrastructure
548 Market St. #56196, San Francisco, CA 94104-5401

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Urbit Foundation

2019–2021

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My first two years of involvement with Urbit involved being embedded in a dual organization: Tlon/Urbit. It was known for a while that the two entities needed to split in order for “real” product development to occur (under the Tlon name) and proper developer/community evangelism to happen under the guidance of the Urbit Foundation.

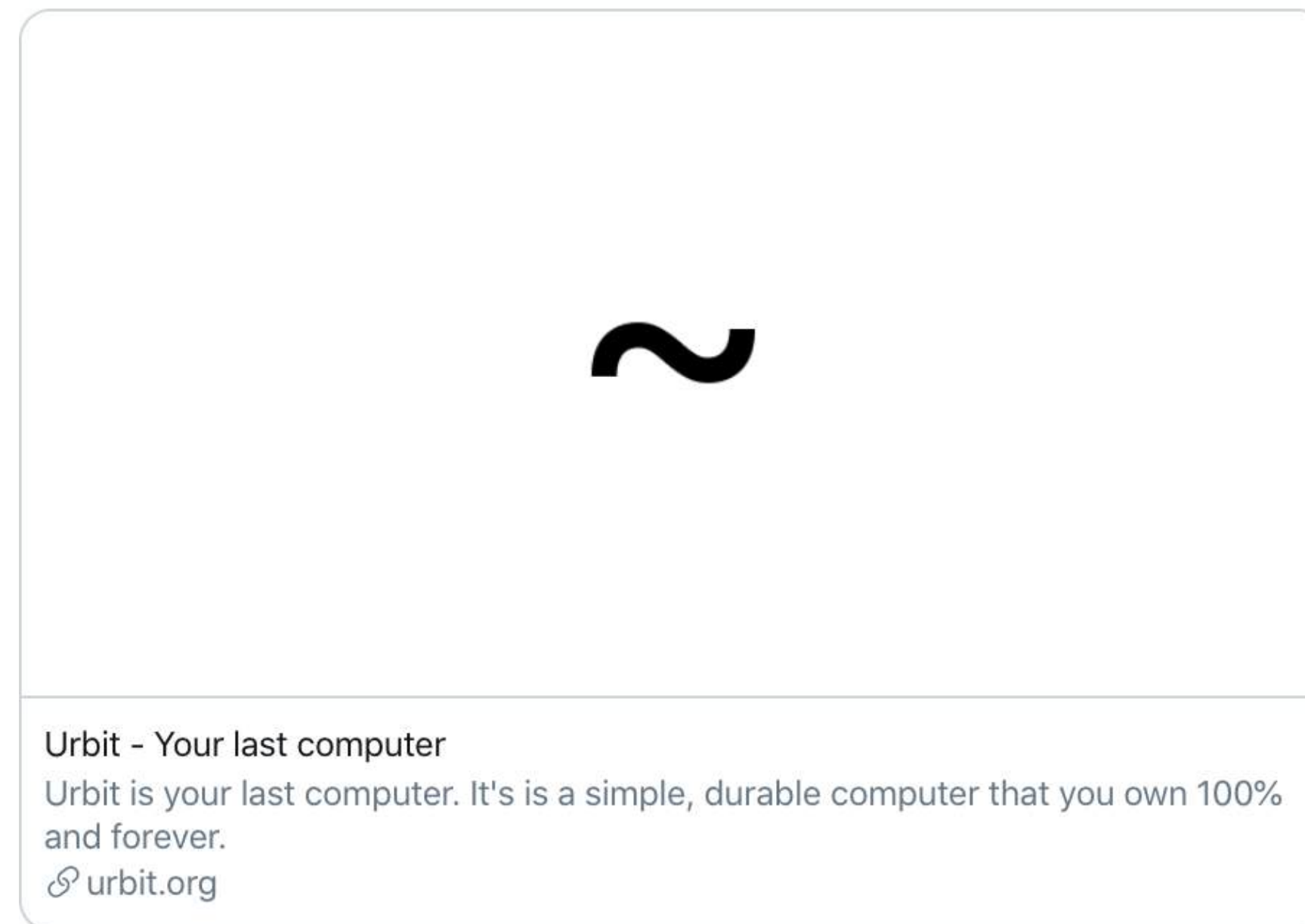
While most of my focus was on product development and R&D for Tlon, I assisted the nascent Urbit Foundation with a variety of projects related to developer education, communications, and documentation.



Rasmus Andersson
@rsms



Beautiful application of the Inter typeface by one of the most interesting current software projects: urbit.org
[@urbit](#)



2:21 PM · Dec 2, 2019 · [Twitter Web App](#)

The screenshot displays the Star Market Exchange interface. At the top left, there is a navigation bar with a star icon and the text "Star Market" next to a balance of "1,043". To the right of this is a "Connect Wallet" button. The main content area is split into two columns. The left column contains a "Deposit" section for "Star" (Balance: 0 Stars) and a "Receive" section for "WSTR" (Balance: 0 WSTR). The "Deposit" section has a dropdown menu that currently shows "No eligible stars". The "Receive" section has a rate of "1 WSTR = 1.00 Star" and a text input field containing "0.00". A large "Connect Wallet" button is positioned below these sections. The right column features a purple informational box titled "Swapping Stars for WSTR" with the text "You're currently swapping Stars for WSTR." and "You will need to make two transactions per star swapped." Below this box are two links: "What's a Star?" and "View Urbit IDs in your wallet". At the bottom of the interface, there is a footer with the "Star Market" logo and a row of links: "App", "Disclaimer", "Terms of Service", and "Bug Reports".



Urbit / Understanding Urbit

Search urbit.org

Introduction

Urbit OS

Urbit ID

Interface

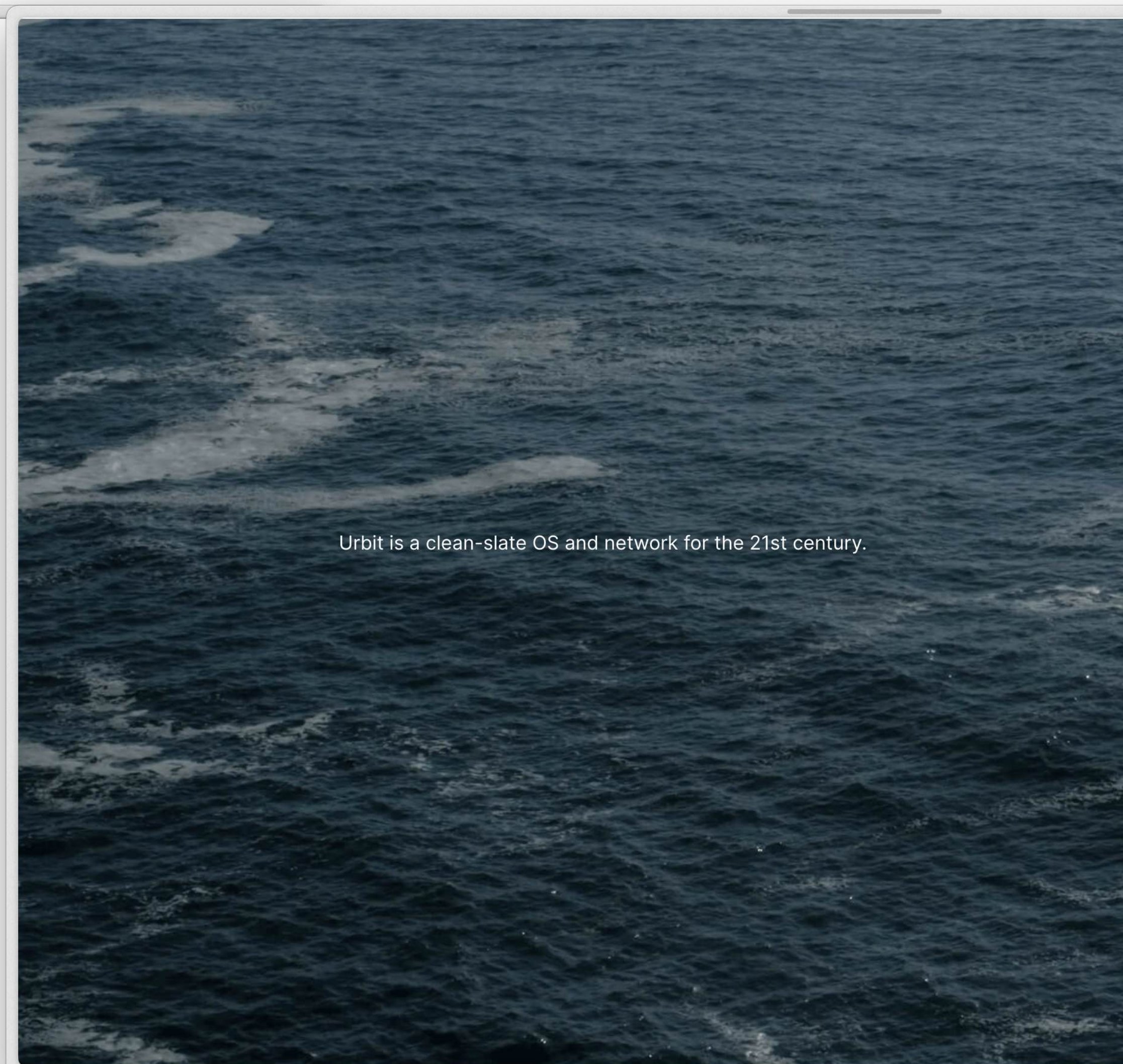
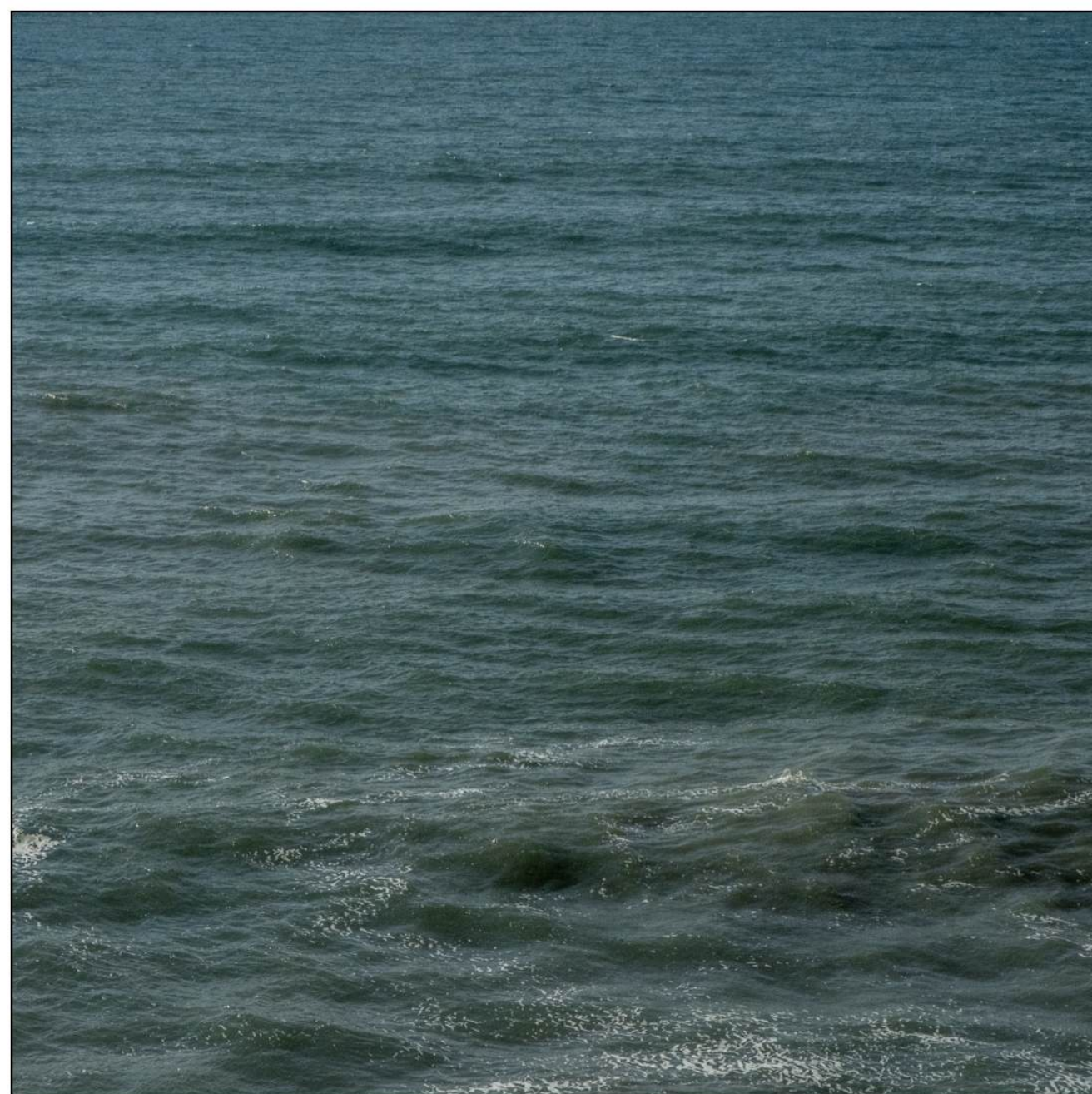
Roadmap: OS 1 → OS N

People + History

Introduction

We think the internet can't be saved. The way things are going, MEGACORP will always control our apps and services because we can no longer run them ourselves.

The only way out of this mess is with a completely new platform that's owned and controlled by its users.



Urbit is a clean-slate OS and network for the 21st century.

Samara (Airbnb)

I was connected to Samara's Writer's Room in 2018, and proceeded to embark on a journey designing interfaces and systems for an artificial intelligence named Pilot that would guide you through life (..and potentially recommend an Airbnb along the way!).

I designed a series of interfaces that were highly prescient: Before "prompt engineering" and "LLM interfaces", we were experimenting with proactive prompts from a system that continually learned about your movement through life and built an understanding of your preferences/psychology, what type of lighting you enjoyed in your home, and a variety of other data points.

The goal for Pilot was to engineer a personal computer-intelligence with no interface besides a once-a-day prompt delivered to you via a native app.

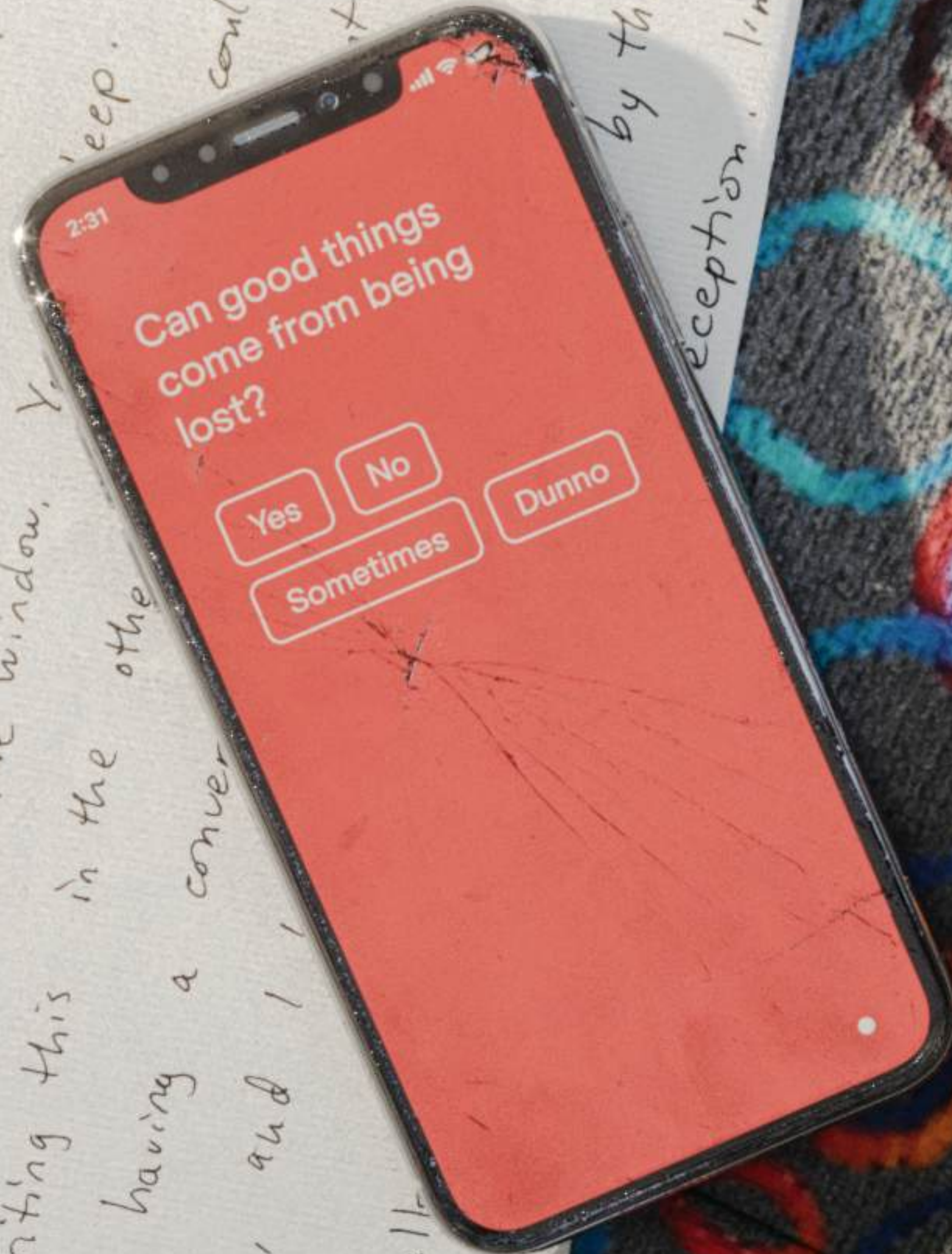
In a collaboration with Samara's writer's room, hardware engineers, an iOS dev, and Joe Gebbia, I designed new interfaces and input mechanisms between people and artificial intelligence, and strategies for how to incorporate data gleaned from people's lives into recommendation systems for Airbnb and Backyard.

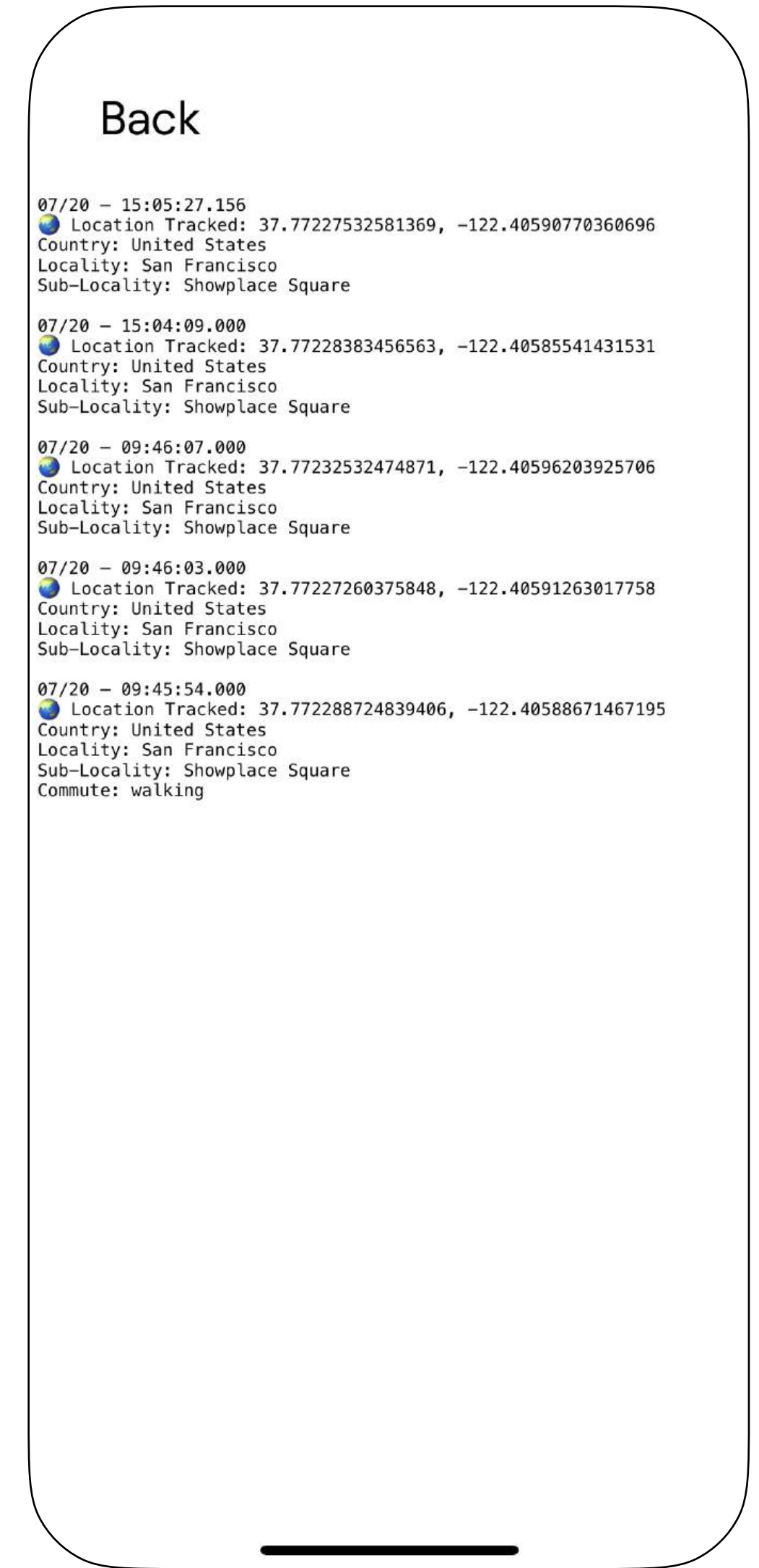
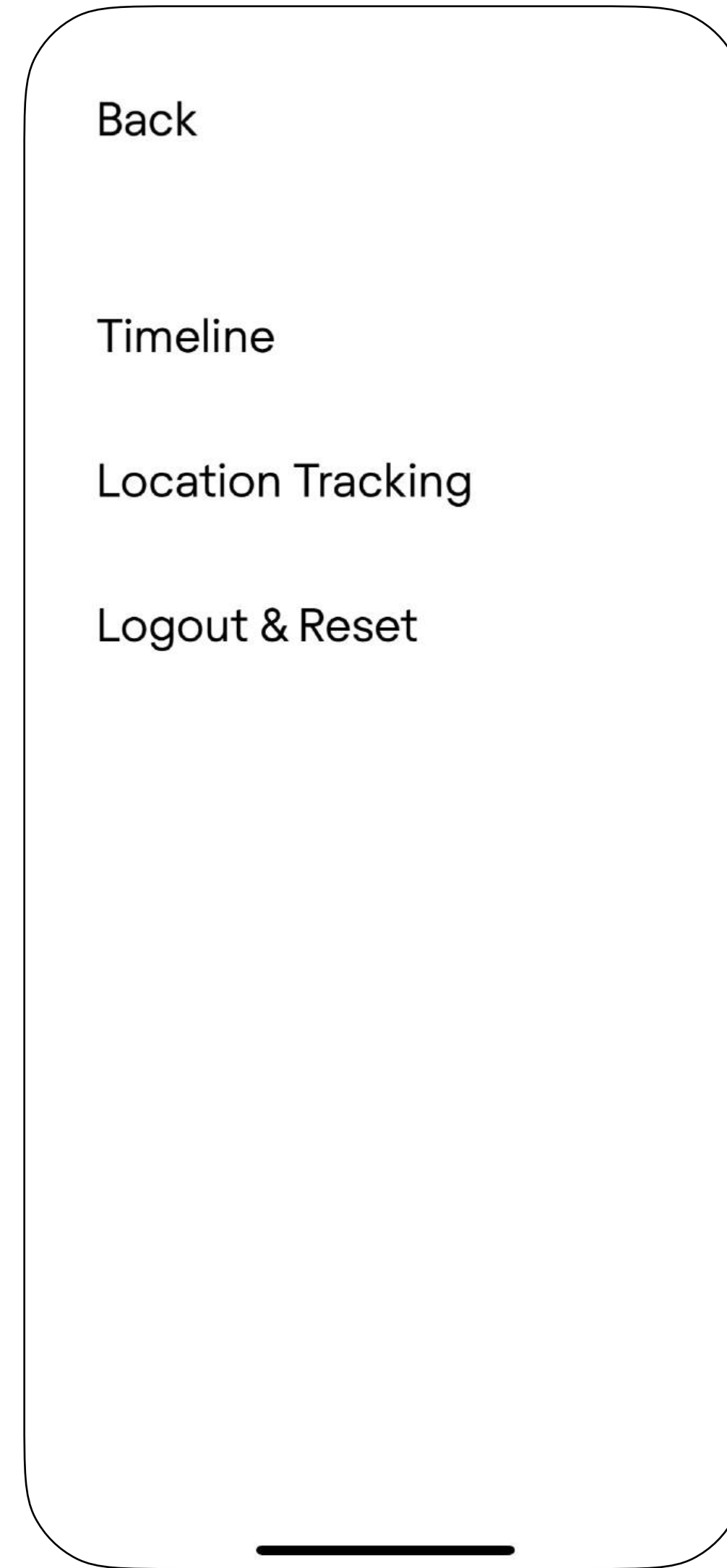
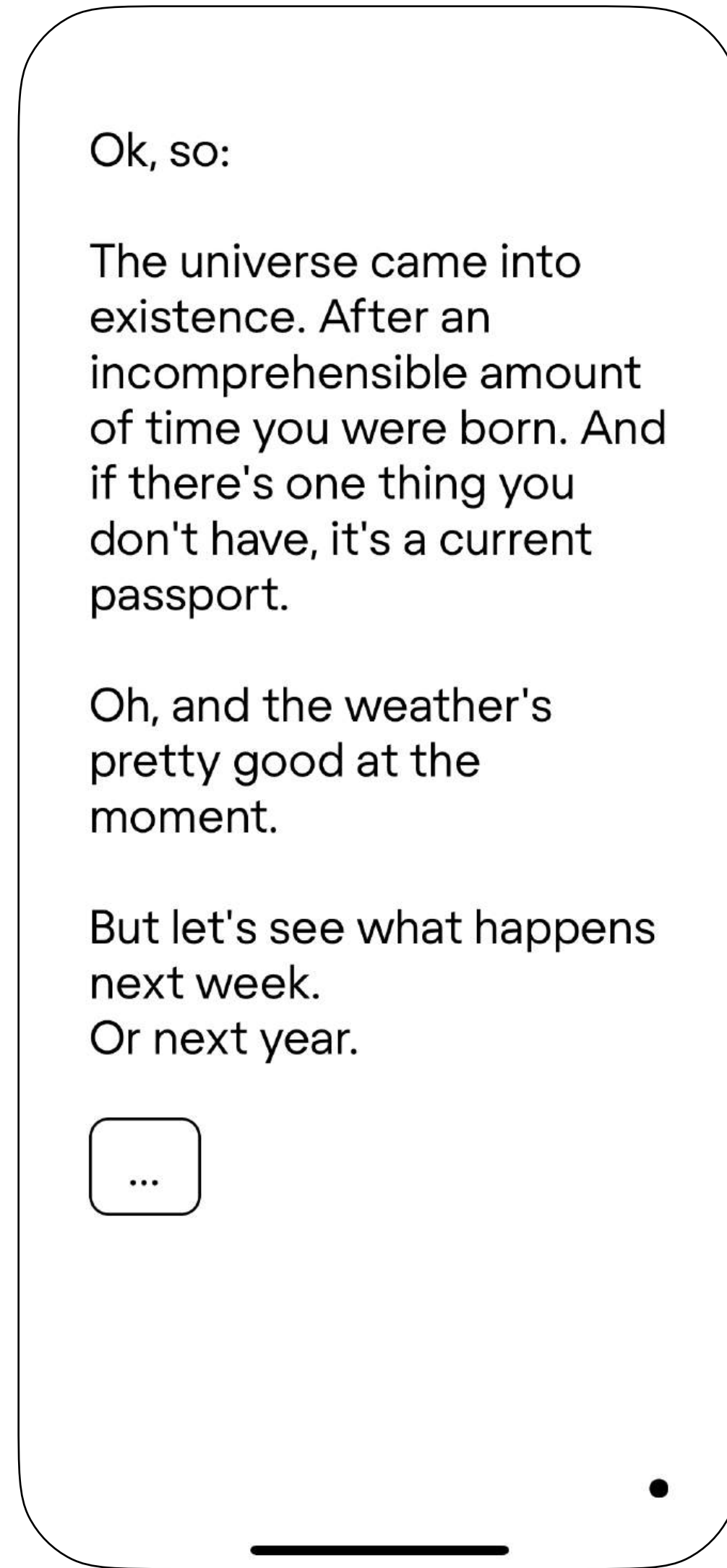
Besides Pilot, which was shuttered in favor of 100% focus on Backyard, I worked with Samara's engineers and real estate research team to prototype a system (including interfaces) for configuring modular Backyard units, situating them in real map-space, and calculating costs/price/revenue according to municipal + state real estate markets.

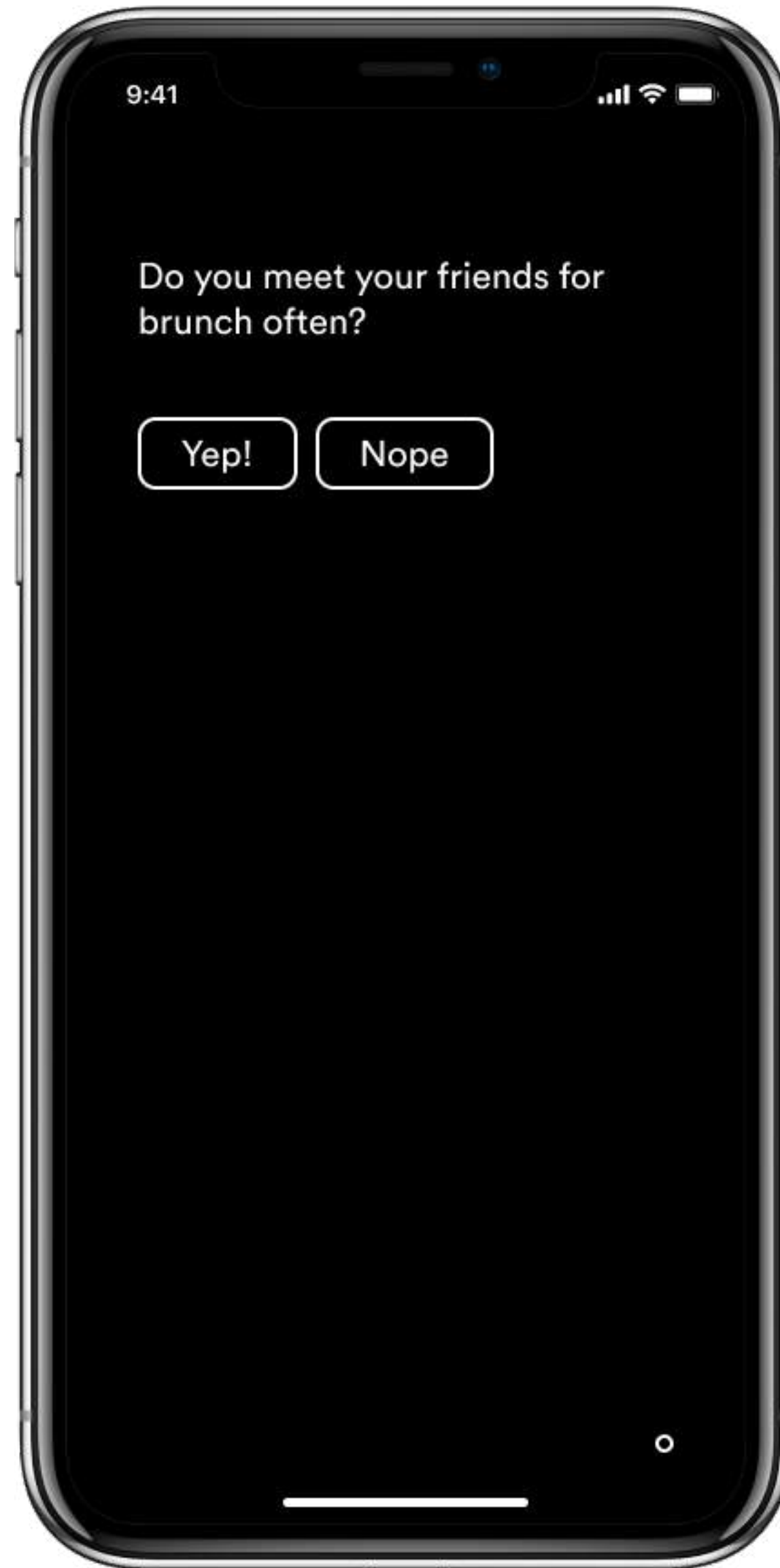
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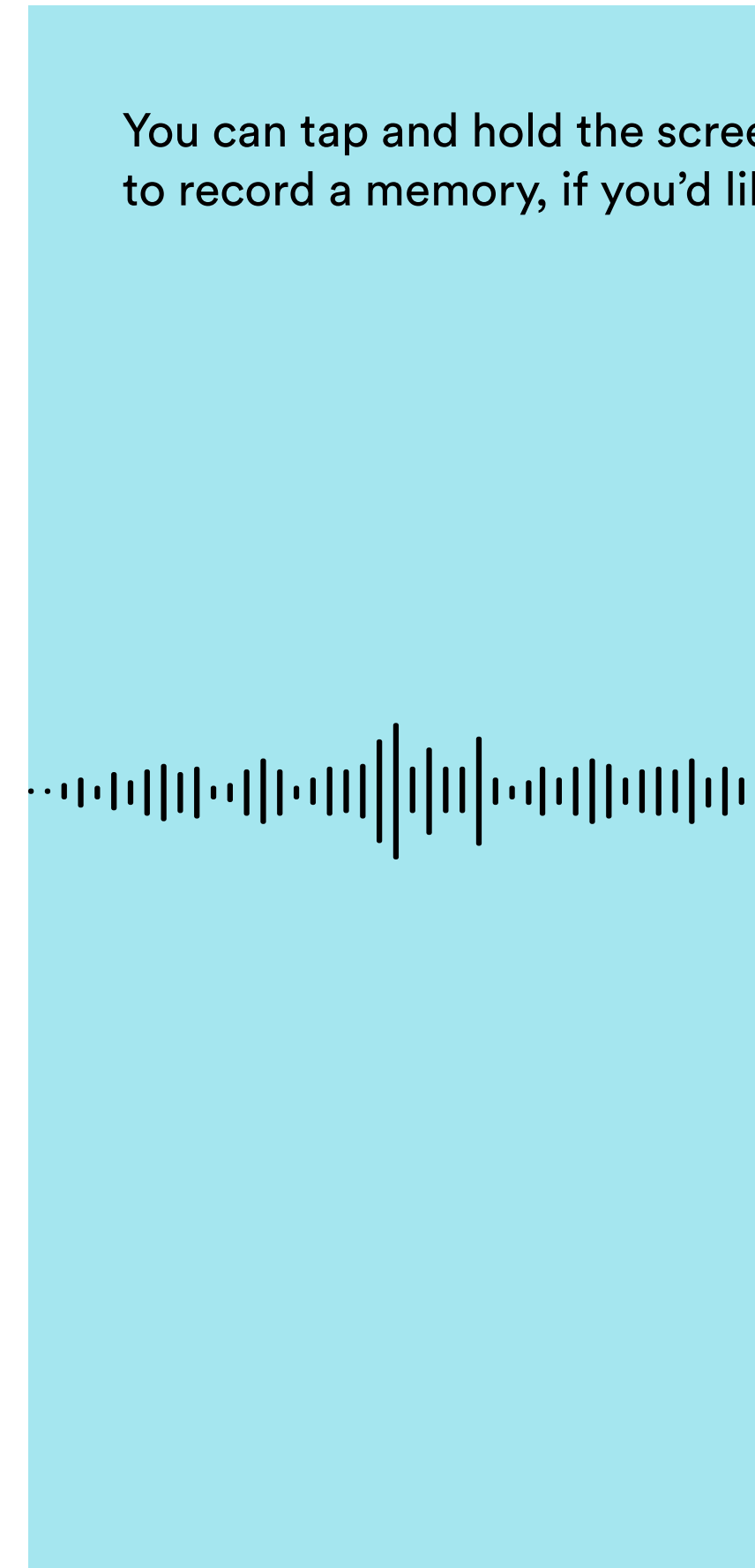
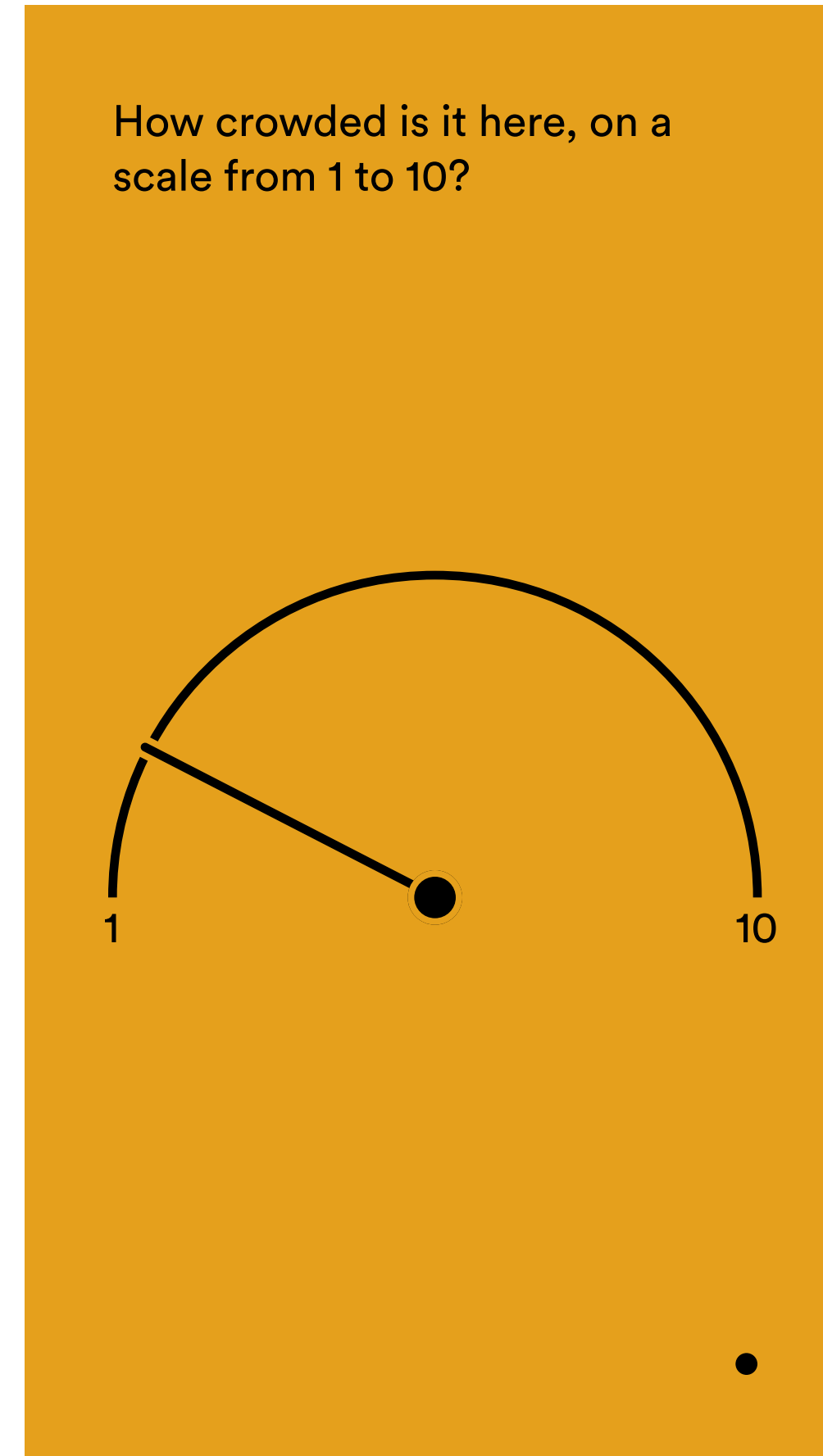
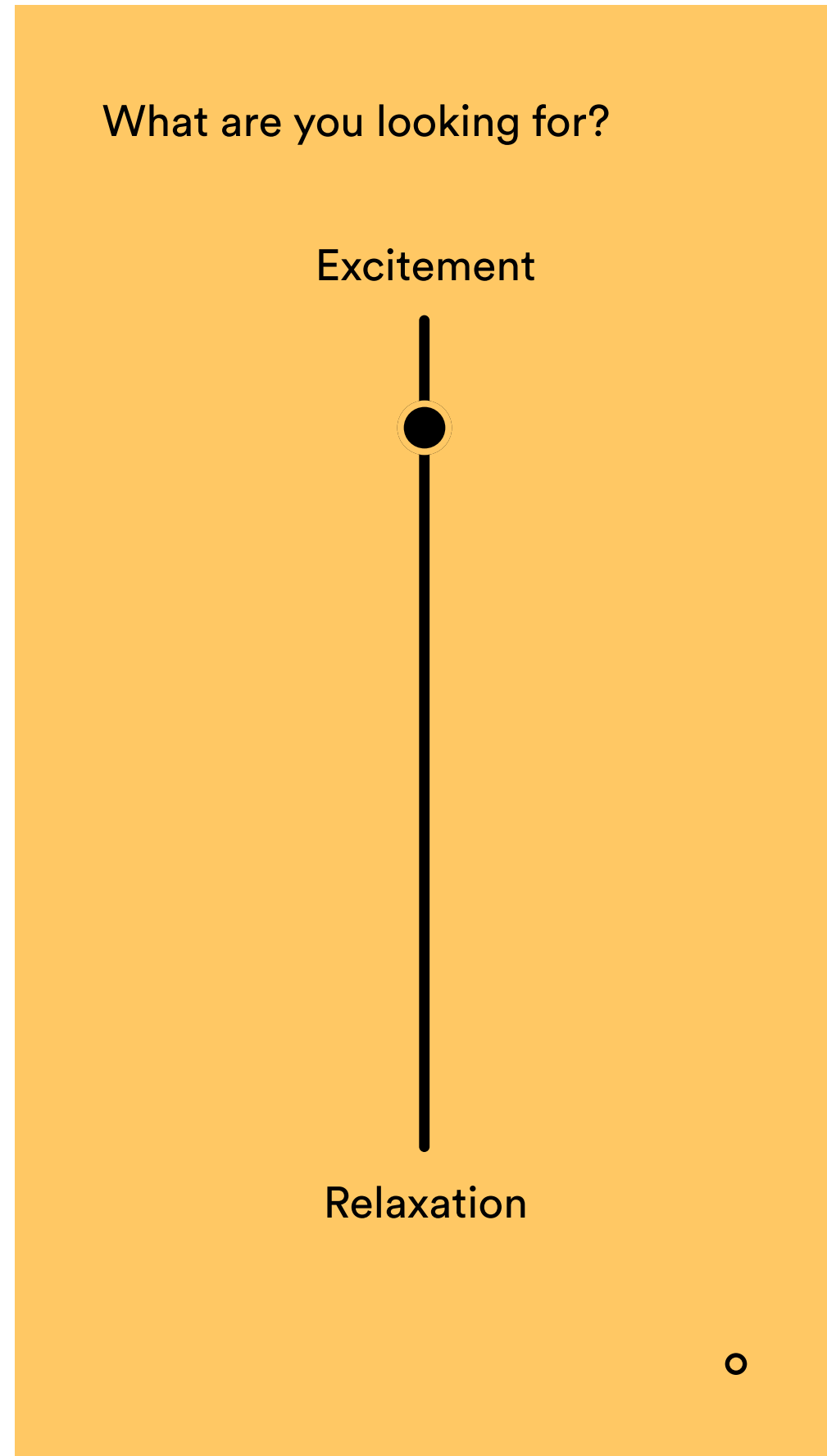
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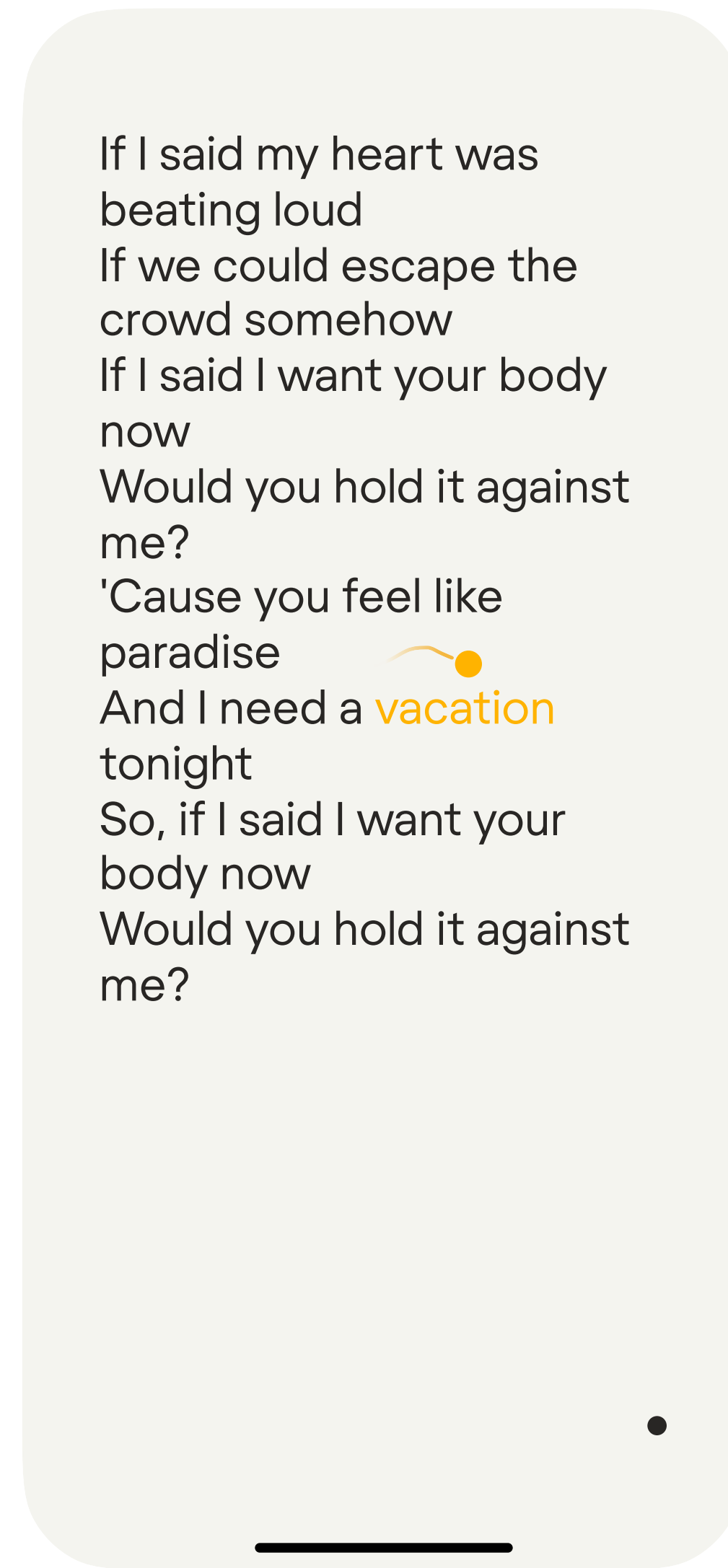
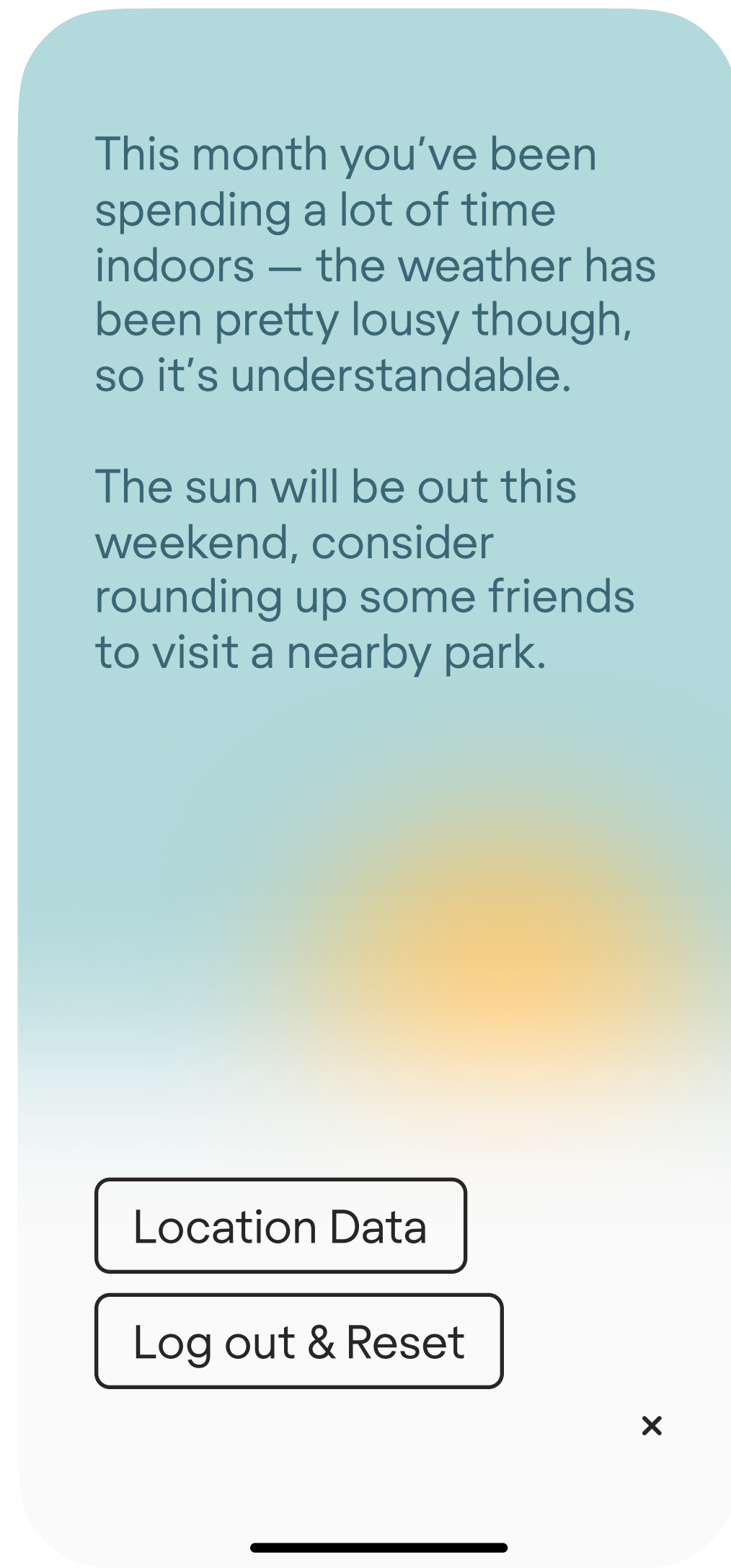
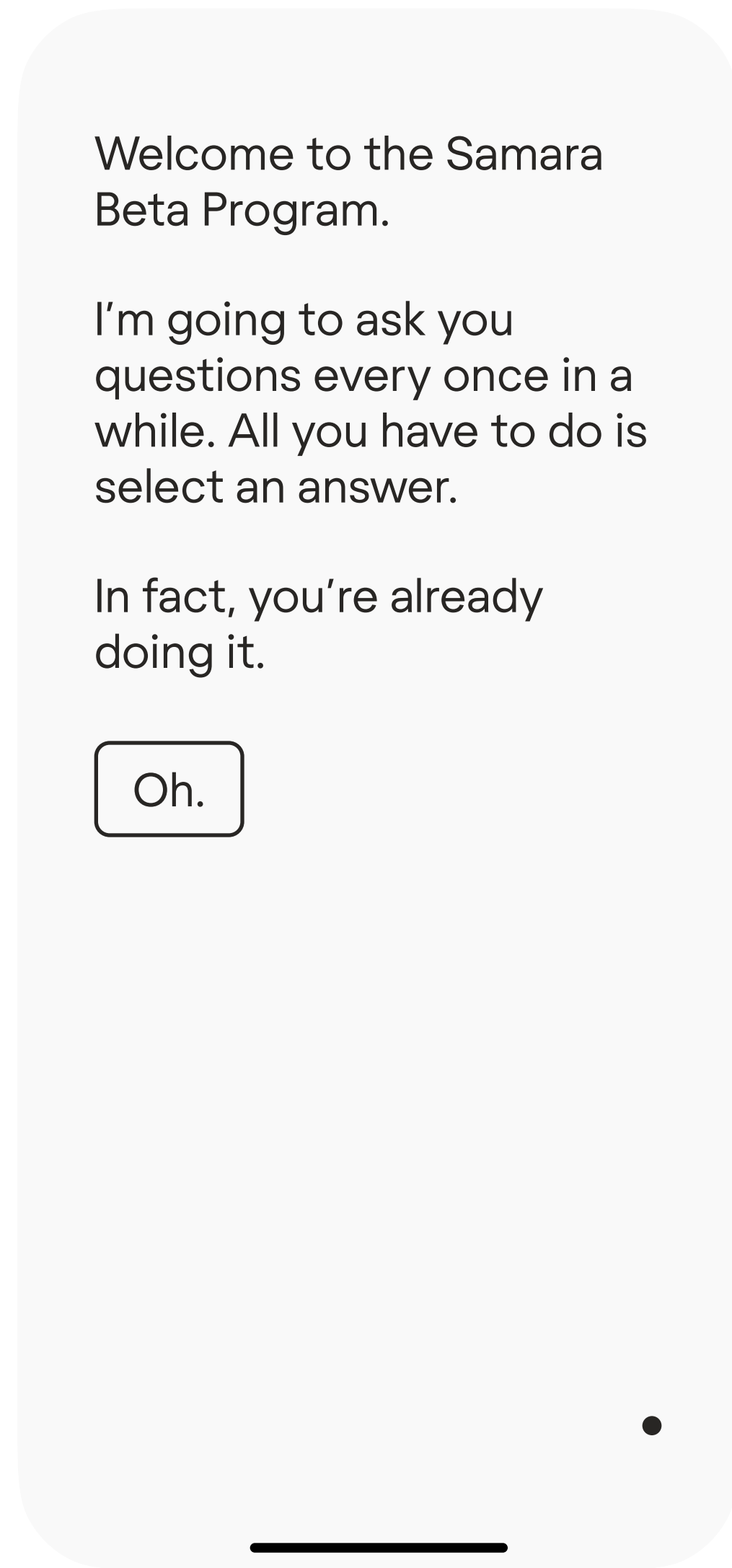
Dear Hana,
It's 2am and 44 degrees outside. I can't see
single star from the window. I
writing this in the other
be having a conver
you, and I,
talk
he



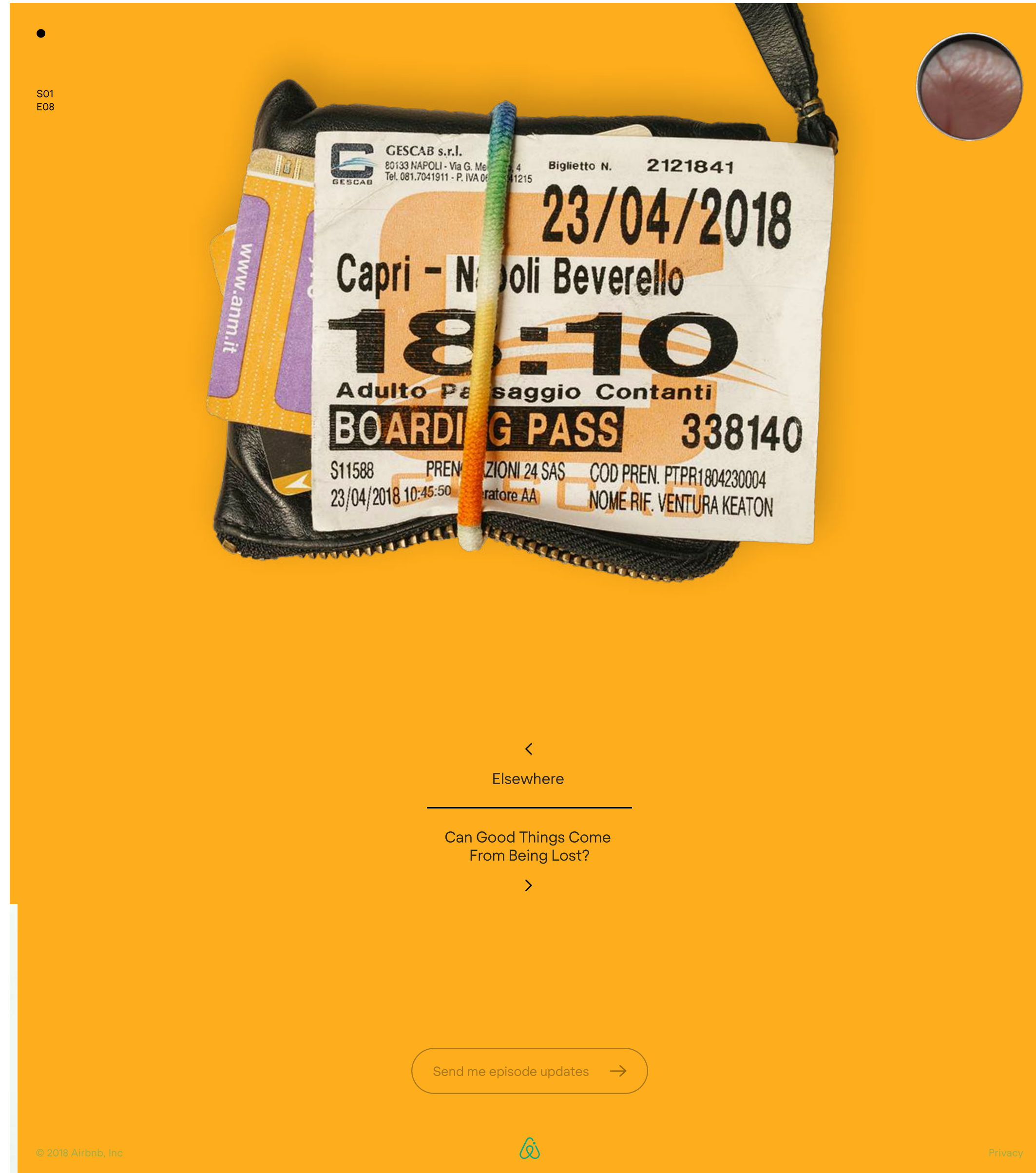


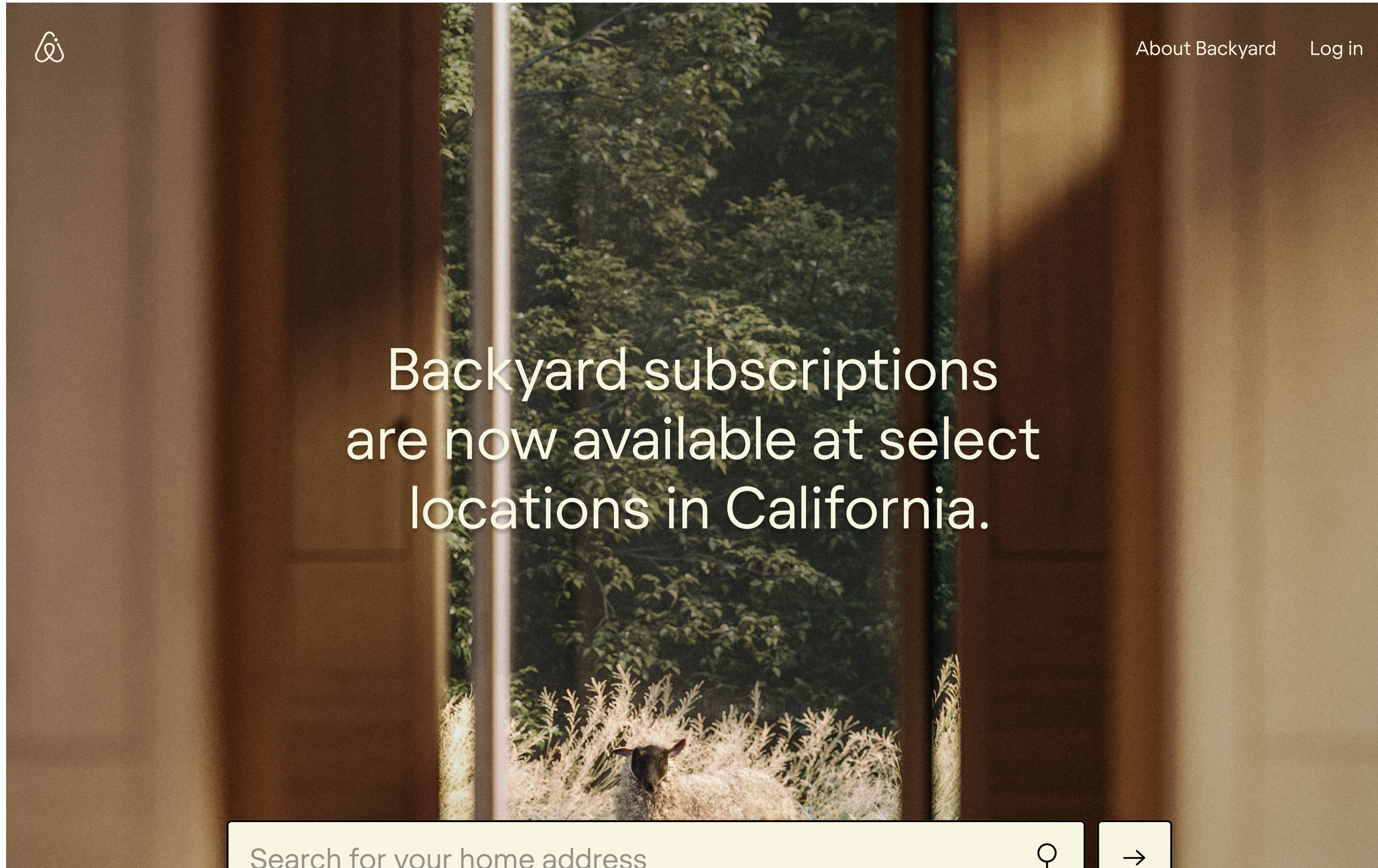












Great.

I've positioned a few transparent boxes in your backyard that seems to be a good set of locations to place a Backyard unit.

Click one you like the best.

Don't worry, we'll finesse this placement soon.

I like this location

887 7th Ave, Hawthorn CA X

Expected cost: ????????

Tumblr

At Tumblr, I performed cross-platform (iOS, Android, Web) product design for Discovery, Direct Messaging, Safety, Groups, and Identity on Tumblr.

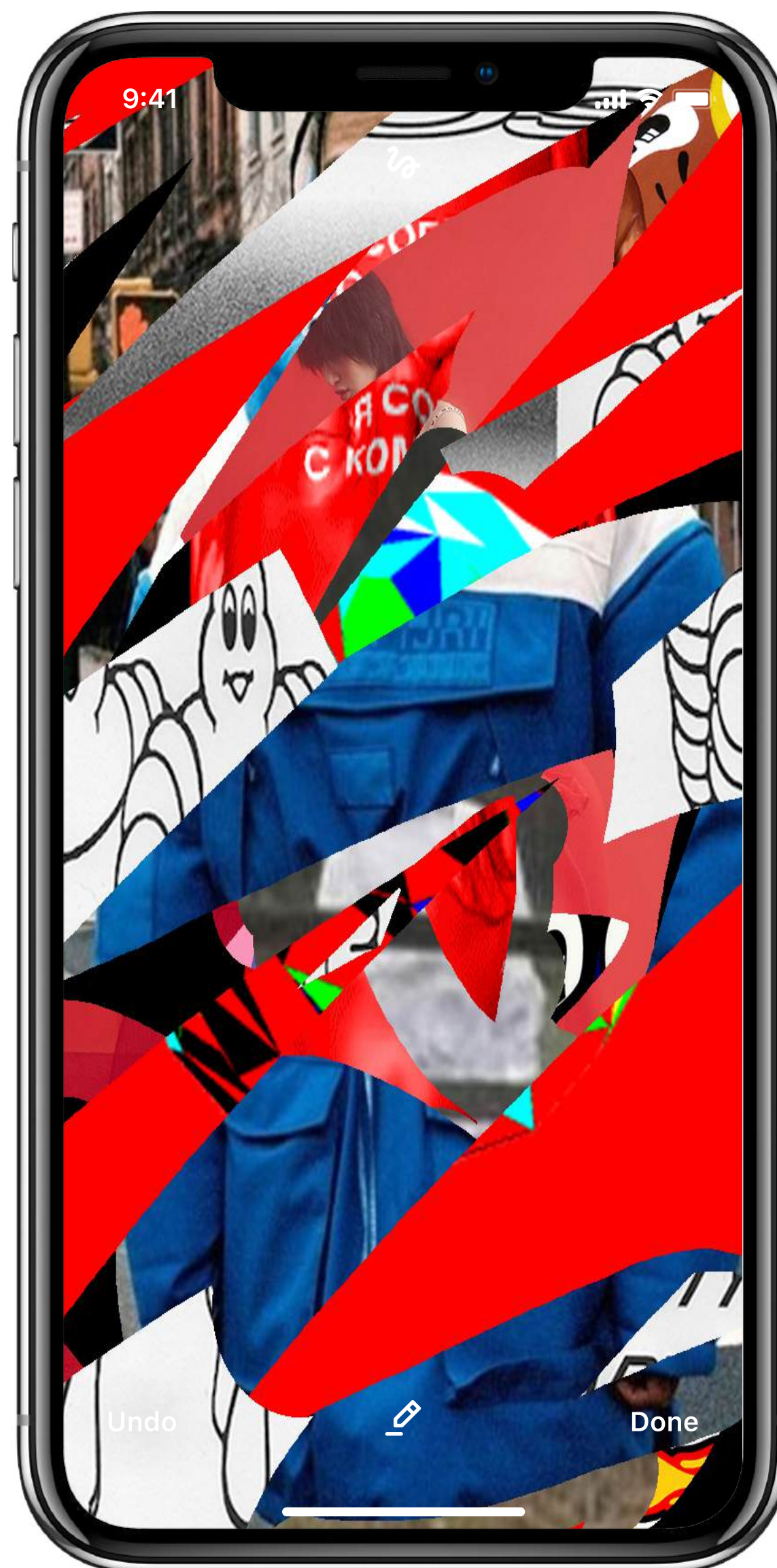
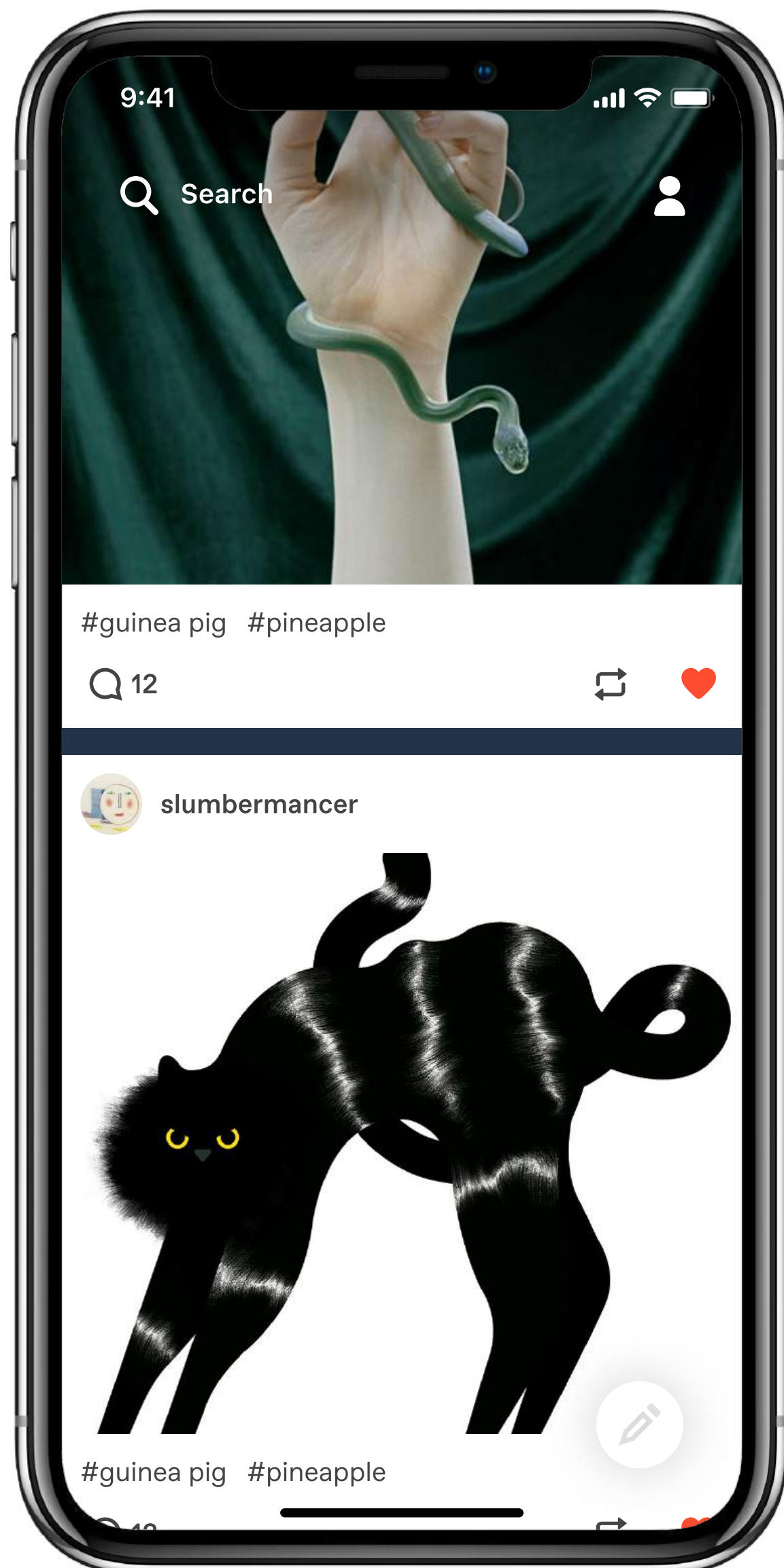
I inherited most of these projects from other designers, and ended up leading the design of each of these respective feature areas until Yahoo-acquired Tumblr was subsequently acquired by Verizon/AOL/Oath.

Later, during a major GDPR-prompted refactor of the network, I briefly led the R&D of a ground-up redesign of Tumblr from first principles, which was never released.

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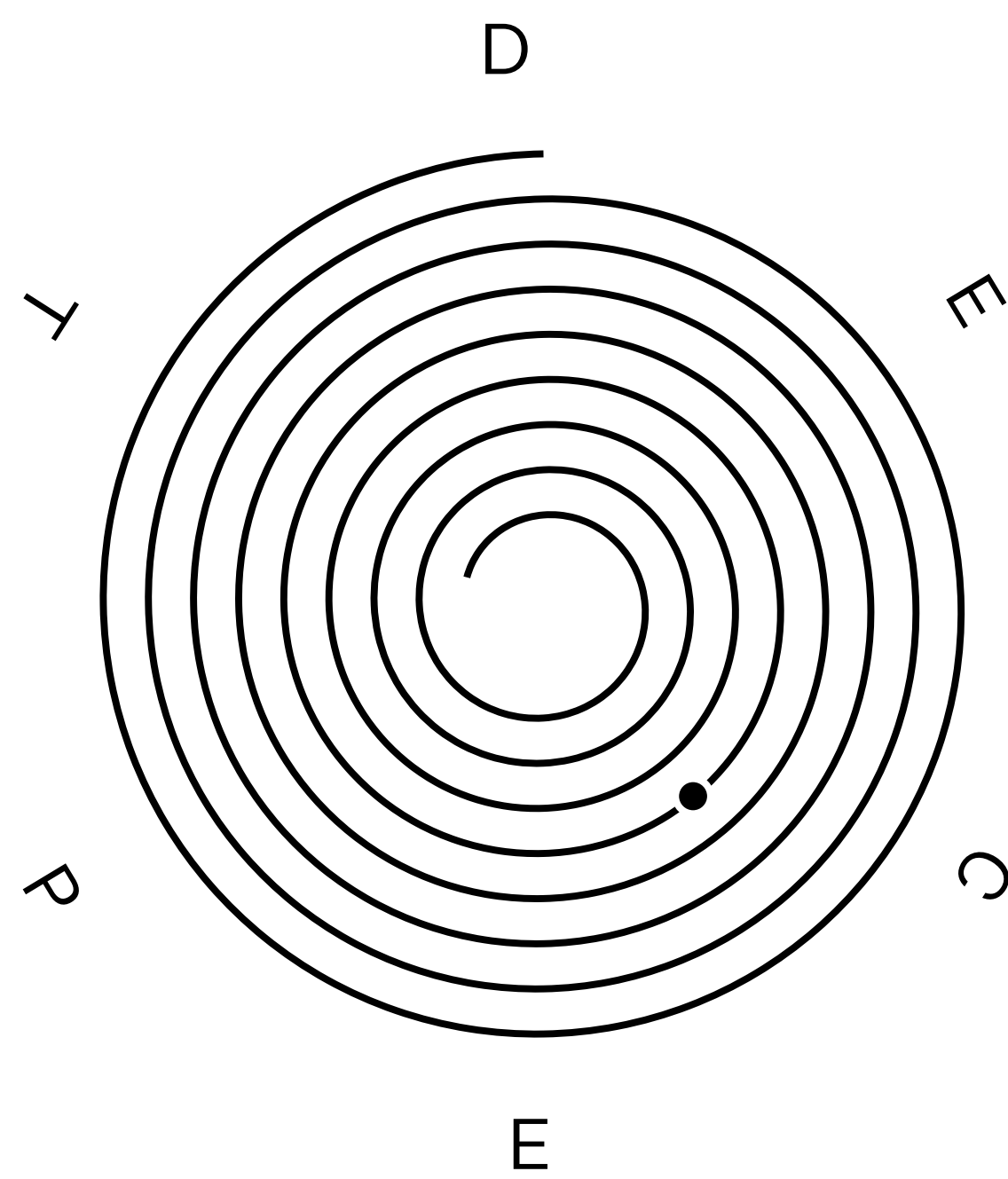
Mornings

I've been running a design consulting business since 2017, first as a moonlighting operation, second as a full-time endeavor, currently available as a vehicle for one-off projects when time allows.

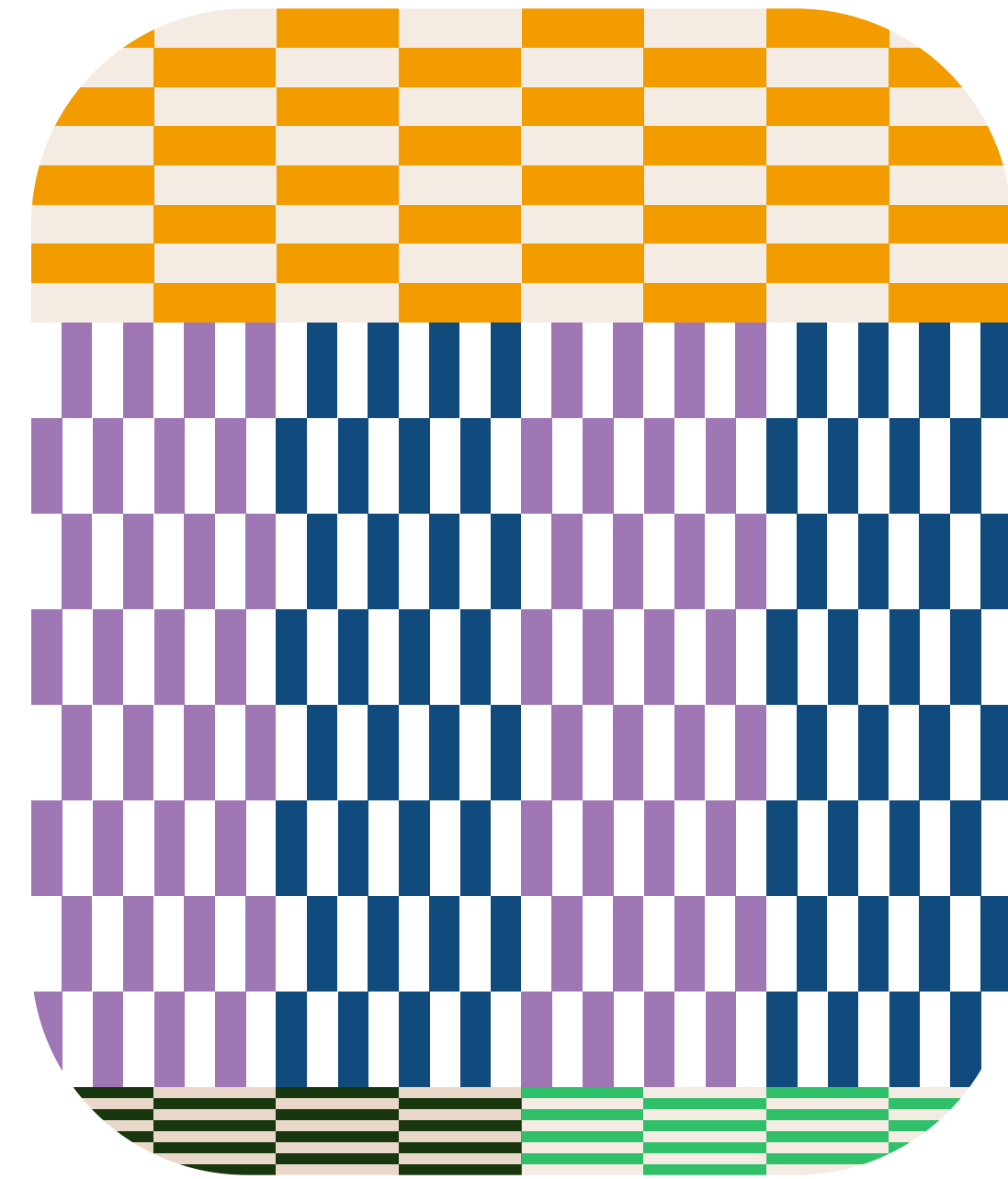
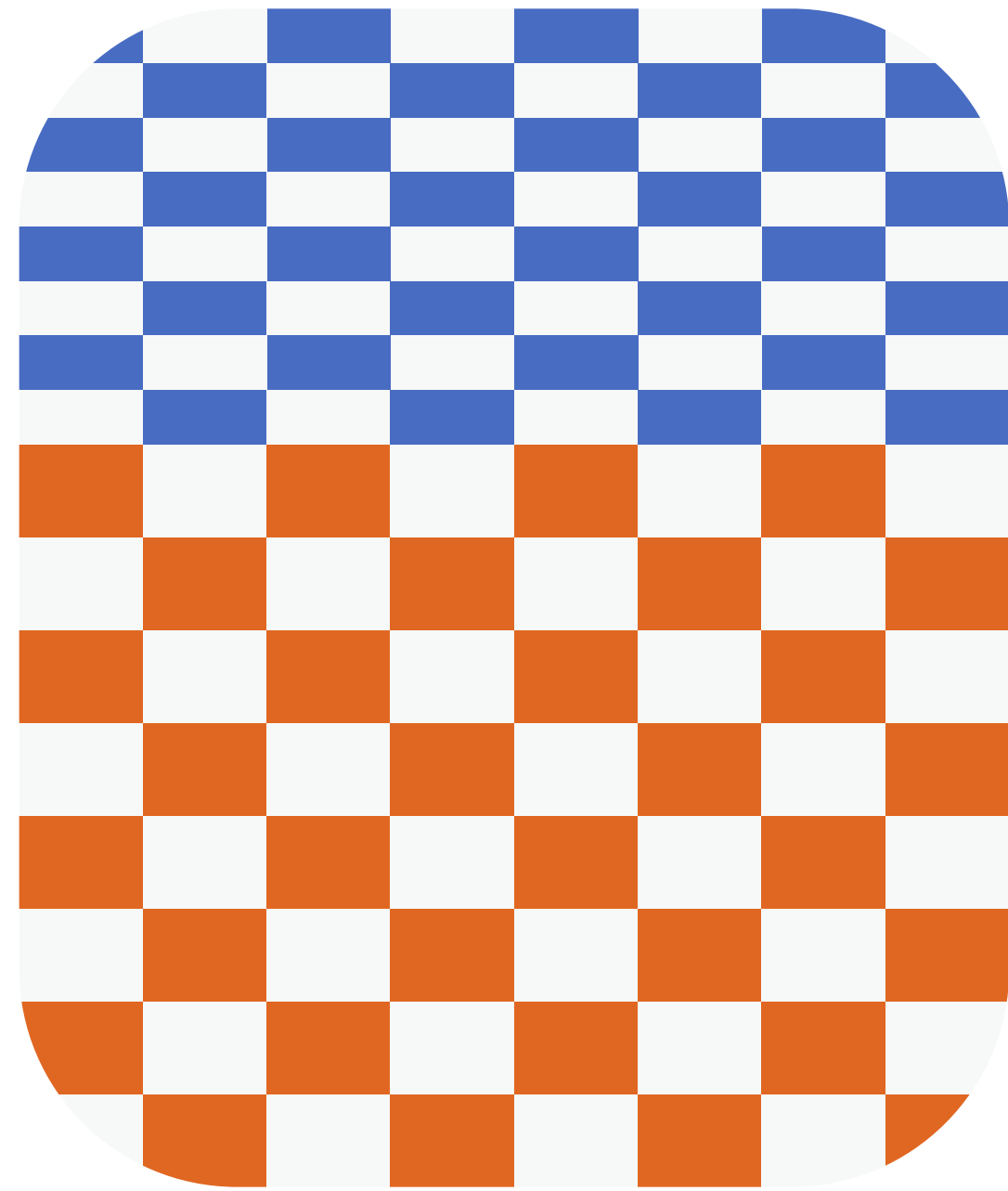
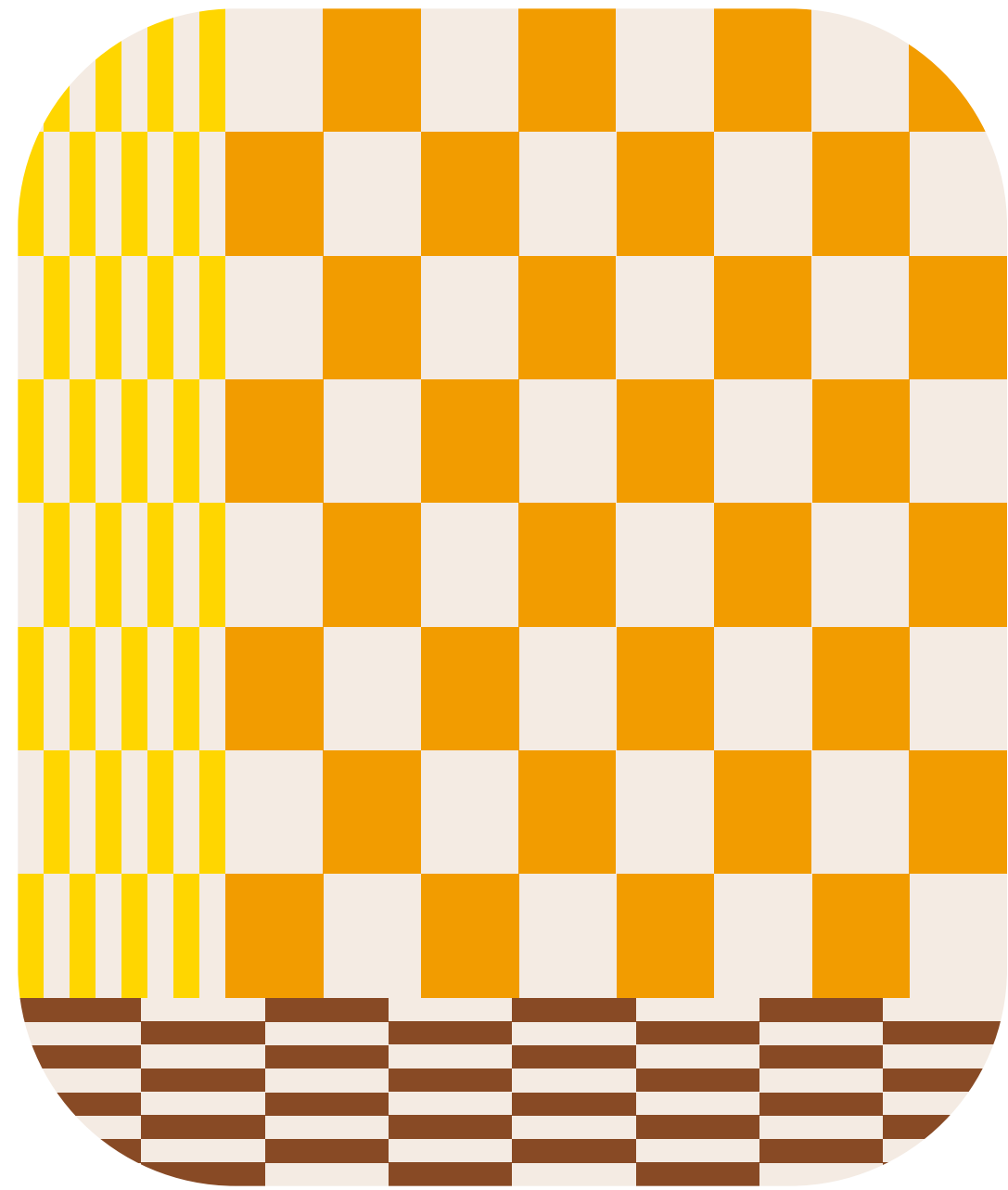
Running Mornings gives me a lot of insight into operating a business, basic administration, subcontracting/hiring, and communicating "the value of design" to clients of all types across a diverse array of organizational contexts.

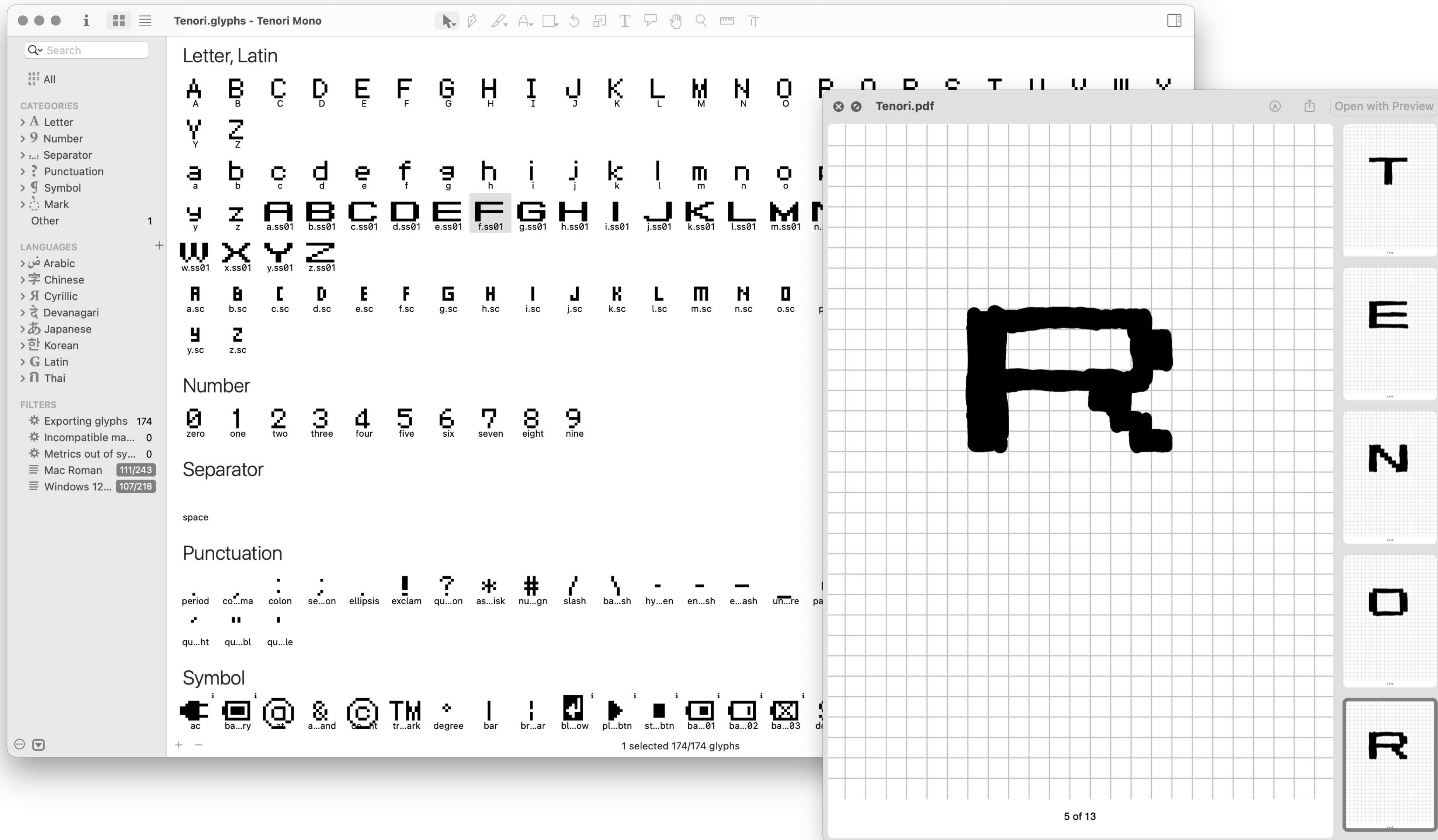
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STRNCTURE





End

Thanks for taking the time
to check out my work —

Let's chat if it feels right.

Peace,
Édouard

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