Tim R. Blakey

Design Lead

Mr. Blakey has over 30 years of experience creating strategic visual design, branding, and marketing products that engage, inform, and inspire. At Sonoma Technology, Mr. Blakey partners with technical team members to design public-facing and scientific websites, apps, illustrations, and infographics that communicate air quality information.

Mr. Blakey employs current user-centered design methods to craft digital products that people love to use. His skillset covers user research, design workshop facilitation, rapid prototyping, user experience design, interface design, graphic design, marketing, and branding. His work consistently engages viewers' attention and brings clarity and context to data to help viewers absorb key concepts quickly.

In 2020/2021, Mr. Blakey led the design of the South Coast Air Quality Management District's **Low-Cost Sensor Guidebook** and three companion videos. His highly professional designs are easily consumable by the public. He also works with scientists to design and illustrate infographics, such as graphics to help the U.S. Environmental Protection Agency (EPA) educate stakeholders on use of vegetative barriers to mitigate near-road air pollution exposure.

Education

Studied Graphic Design and Art History, California State University at Chico

Memberships

American Institute of Graphic Arts

For a list of publications, see
sonomatech.com/ResPub/TRBpub.pdf.

Mr. Blakey has designed several public websites for the EPA, air districts, and industrial clients to effectively communicate real-time emissions and meteorological data from refinery and wastewater treatment operations, and natural emissions from the Salton Sea. For the website www.torranceair.org, Mr. Blakey conducted geodemographic user research and designed the user experience and user interface for community members to readily access real-time air quality data from refinery fenceline monitors, community-based monitors, and a low-cost sensor network. He also designed the branding and look-and-feel for TorranceAir public outreach marketing materials.

Mr. Blakey has been instrumental in the design process of EPA's Data Analysis and Reporting Tool (DART), the Smoke Sense health symptoms reporting application, the revamped **AirNow.gov** website, and the AirNow Mobile application. His creativity and innovative use of a user-centered design process involving user research, cross-functional design workshops, rapid prototyping, and usability testing have led to products that are well received by clients and users.

Mr. Blakey creates value-added products featuring usable and accessible public information displays by studying real users as they interact with prototypes and actual websites and apps. He runs our in-house product usability lab, and recruits users and team members to participate in usability tests in an iterative design process. Mr. Blakey facilitates innovative product discovery and design workshops to design user interfaces. He brings together cross-functional experts in air quality science, fire science, meteorology, software engineering, and management.

Prior to joining Sonoma Technology, Mr. Blakey created digital products, marketing, and branding for a variety of technology and information companies.