

Karl Mochel — User Experience Strategy

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User Experience Architect

Jan '12 – Present

VMware | End User Computing | Socialcast, San Francisco, CA

Strategic Design – strategic product direction and interaction design for an enterprise stream-based communications platform.

- Led initiative to add ideation to core product, providing academic and competitive research for positioning and direction. Interviewed internal and external customers for interests and needs. Created decks with feature, functionality options for challenges, gamification, evaluation and management. Presented to office of CTO.
- Collaborated with analytics team to set direction and capabilities of next generation product analytics. Created mockups of how administration and analytics could be combined into analytics-driven administration.
- Led redesign of search to incorporate filtering and new layout. Worked with engineering to adjust design to technical capabilities. Provided direction for heuristics.
- Provided redesign for Town Hall functionality. Created survey to gather data on Town Hall wants and needs.
- Produced design direction for a redesign including design principals, information architecture options, layout options, and possible information organization for Notifications, Planning, Filters and Activities.
- Led creation of protocol for usability testing of redesign.

User Experience Architect – Consultant

Jul '11 – Dec '11

Dubberly Design Office, San Francisco, CA

Interaction Design – strategic product direction and interaction design of Google analytics platform for internal financial groups.

- Created models of business analytics usage that set initial direction for product strategy.
- Created 30+ design presentations that storyboard and detail system architecture, information architecture and detailed design.
- Wrote protocol and interviewed internal users for background, tasks, pain points and personas.

Sr. Product Designer - AutoCAD

Oct '08 – May '11

Autodesk, Inc., San Francisco, CA

Interaction Design – product design for integrated features and strategic product direction.

- Designer for projects that integrate into company's primary product.
- Led team that set and presented strategic vision for design group to executives.
- Wrote white papers and position papers on product direction.
- Facilitated focus groups, participated in site visits and contributed to usability analysis.
- Researched and proposed strategic directions for Help, online services and suites integration.

User Experience Architect

Oct '00 – Oct '08

Oracle Corporation, Redwood Shores, CA

Strategic Design: Information Architecture, Digital Animation Production, Enterprise Search, Desktop Integration, Project Management, Product Lifecycle Management and more.

- Led design and prototyping of Flash-based projects that incorporated visualization-based information architectures for understanding complex transactional workflows.
- Designed a set of Flash-based Digital Animation Production widgets for creatives and management to track assets, completion, and schedules of feature-length animations.
- Designed global enterprise search tools that integrate faceted results refinement tools across heterogeneous data sources.
- Design lead for strategic design projects providing next generation interaction design and design language, rationale and direction.
- Led initiative to rationalize design patterns and transition them from static HTML to a Dynamic HTML interaction model, integrating collaboration, information visualization and social networking tools.

Karl Mochel – User Experience Strategy

- Principal compliance and completion reviewer for applications. Reviewed 100+ applications, providing guidance on how to make information architecture and interaction design consistent across the suite while maintaining domain specific efficiencies.
- Mentor to 5 designers from entry-level to principal, many of which are now Senior Managers or Architects.
- Provide principal design guidance on suitability, completeness, and structural relationships of design patterns and application information architecture.
- Developed use cases, interaction model, information architecture and prototype for Global Enterprise Search.
- Developed prototypes to model, test and promote new interfaces, interactions and information architectures.
- Created and sold designs to promote integration, consistency, analytics and useful and enabling interfaces across applications.
- Provided design direction on making visualization an integral aspect of the information architecture.
- Planned for and participate in usability lifecycle for functional and requirement gathering tests.
- Created design and design process tools and deliverables to improve the UI group's ability to influence the company's design direction.

User Interface Manager/Sr. Interaction Designer
AOL/Netscape, Mountain View, CA

Aug '97 – Oct '00

Shopping Experiences: Live, deployed, Internet consumer shopping interfaces.

- Managed three individuals in career aspects such as new hire integration, staffing, training, focal reviews, career development and role growth.
- Defined application functionality, navigation, and interaction.
- Analyzed and develop user tasks, task models, and usage scenarios.
- Created product navigation maps showing screen states and flow.
- Integrated legacy information architecture with future design direction.

CommerceXpert Applications: Internet business-to-business and business-to-consumer commerce applications.

- Specified mission statements for admin functionality.
- Designed application specific Administrator Java UI.
- Implemented HTML prototypes for end-user, customer service and admin UIs.
- Designed end-user Java interface for BuyerXpert 1.0.
- Prototyped end-user and admin interface for PublishingXpert 2.0-2.2.

Interface Designer
Superscape Inc., Santa Clara, CA

Sep '94 - May '97

Next Generation Products: An architecture for authoring and browsing virtual worlds.

Product Manager/Interface Designer
CrystalGraphics, Inc., Santa Clara, CA

Jun '90 - May '94

MacTOPAS, TOPAS Pro and Flying Fonts packages: 3D modeling, rendering and animation software.

Education

Rutgers, The State University, Camden and New Brunswick NJ.
BA, Computer Graphics and Animation, January 1989

Professional Activities

Workshop - CHI 2006 - Reflective HCI
Workshop – CHI 2006 - Information Visualization and Interaction Techniques for Collaboration across Multiple Displays
Publication – JASIST Vol. 57, No. 6 – Search in the Web Shopping Environment
Presentation - IA Summit 2005 - Design Patterns for Enterprise UI Architectures
Workshop - CHI 2002 - Search