

# Karl Mochel

Principal Product Designer

[kalmdown@gmail.com](mailto:kalmdown@gmail.com) • (415) 215-2062 • San Francisco CA USA

[LinkedIn](#) • [Portfolio](#) • [Medium](#) • [Observable](#) • [Mentoring](#)

## PROFILE

15+ years of experience successfully leading UX processes for end-to-end product life cycles - from workshops to pixel-perfect polished design. Facilitated system design discussions and product development by managing internal and external stakeholders, leading creative ideation and project collaboration. Released profitable products for machine learning (ML), artificial intelligence (AI), B2B, SaaS, integrations, analytics, visualization, automation, IDEs, and mixed reality. Leader in developing meaningful design deliverables and synthesizing user needs from ambiguous and complex business requirements into robust design solutions. An innovator in design processes, systems, and principles.

## AREAS OF EXPERTISE (Partial List)

- User Experience/Product Design
- Design Strategy
- Systems Thinking
- Design Thinking
- Data Visualization
- Human-Computer Interaction (HCI)
- Design Specifications
- User Research
- Task Analysis
- Use Case Analysis
- Requirements Gathering,
- Storyboarding
- Journey Mapping
- User Story Development
- Design Tools - Miro, Figma, ...

## PROFESSIONAL EXPERIENCE

### UX Lead (Staff UX Designer), 07/2023 – Present

Harvey Nash USA contracting for ServiceNow, Remote USA

- Leading design strategy for Emerging Technologies Group, focusing on cross-platform and cross-portfolio Generative AI experiences, developer tools, authentication, and IT management.
- Facilitated cross-functional collaboration to align design with product goals and user needs for generative AI projects across digital technology organizations.
- Implemented user research methodologies to refine design processes and outcomes for AI trust.
- Invited to and led AI technical innovation sprints and product innovation workshops.
- Directed design for Human Resources Service Delivery, enhancing management experiences.

### Freelance UX Consulting, 08/2022 – Present

kalmdesigns, San Francisco, CA

- Presented *UX Concepts for Generative AI Experiences* to Bay Area IEEE.
- Collaborated with Lenio Labs and Alex Carroll on the World Data Visualization Prize, for which we were shortlisted on our first attempt.
- Data Visualization Society mentor for 2023 Fall & Winter, 2024 Spring.
- Top 1% Mentor for ADPList Mar, Apr, May, and Jun 2023.
- Guest lecturer on Innovation in Jane Brown's *Design Process Context and Systems* class at Mills College.

### Senior UX Architect, 07/2017 – 08/2022

ICE Mortgage Technology, Remote USA

- Led UX processes in a cross-functional 10-person team, end-to-end, from workshop facilitation through wireframe mockups to [pixel-perfect](#) visual design, for [Insights](#), a data-vis tool that generates millions of dollars in revenue.
- Oversaw UX aspects of the 12-person team's first insurance integration in the sector, generating 10MMs in revenue.
- Led system design discussions with a 15-person team of stakeholders to incorporate automation, data-driven decision-making, developer support, and AI/ML into the SaaS product line.

## DOMAINS (Partial List)

---

- Generative AI
- Human Resources
- Software Development
- Cross-platform / Cross-portfolio
- AI/ML/Visualization
- Industrial IoT
- Aviation/Wind/Energy
- Product Lifecycle Management
- Project Management
- Journaling/Accounting
- Global Close for Multinationals
- Social Chat for Enterprise
- Healthcare Clerical & Clinical
- Mortgage Origination (FinTech)
- 3D Animation/CAD/AR/VR
- Digital Asset Management

## ARTICLES (Recent)

---

### Enterprise Generative AI — The problem of authoritative data

Make sure your enterprise Gen AI product is useful and appropriate.

### Workshops to imagine a bold future

Workshops that create focused and bold results for generative AI projects.

### Generative AI UX Design Patterns

Facilitating conversations on Generative AI in your UX ecosystem.

### Understanding how LLMs (like ChatGPT) will change your business

Protect your business from the changes LLMs bring.

## EDUCATION

---

### Bachelor of Arts in Computer Graphics and Animation

Rutgers University, New Jersey

- Outlined multi-year design path and corporate user experience approach for acquired technologies, including best practices and opportunities for cross-selling and quick go-to-market successes.
- Conducted product design workshops with cross-functional teams to produce marketable solutions for the developer site, mobile applications, integrations, automation, and administration.
- Mentored eight designers up to architect level on design strategy, process, principles, systems, and systems thinking.

### Senior UX Architect / Staff Researcher, 12/2012 – 06/2017

GE Global Research, San Ramon, CA

- Initiated vision and strategic design direction for Digital Twin Genix, a SaaS application for operationalizing physics and machine learning for non-data science roles. Product owner of the 10-member cross-functional, agile team that built it.
- Led design of visualization prototypes to help subject matter experts explore large volumes of aviation data.
- Pitched Renewables marketing an experience for the American Wind Energy Association exhibit and led a multi-disciplinary team of 6 and a creative agency to design and build the 3D game experience.
- Led design and user research for a tool to make machine learning predictions for aircraft engine issues and other IoT tools actionable.

### Senior UX Architect, 01/2012 – 12/2012

VMWare | Socialcast, San Francisco, CA

- Spearheaded initiative to add ideation into core product, producing market, academic, and user research for positioning and direction.
- Presented alternatives for challenges, gamification, evaluation, and management to the office of the CTO, receiving positive feedback for innovation and quality of research.
- Led engineering through system design exercises to evaluate technical requirements to allow the platform to be on-premise.

### UX Architect, 07/2011 – 12/2011

Dubberly Design Office consulting for Google, San Francisco, CA

- Led strategic product direction and designed user interface (UI) for Google's PLX platform, a data modeling and visualization tool for Googlers to create their own dashboards.
- Wrote protocol and conducted persona, task, and background interviews with internal users.

If you are interested, ask about previous positions with Autodesk working on AutoCAD and Oracle working on various enterprise applications.