| Karl Mochel  Principal Product Designer / UX Lead |  |  | [kalmdown@gmail.com](mailto:kalmdown@gmail.com) • (415) 215-2062 • San Francisco  [LinkedIn](https://www.linkedin.com/in/kalmdown) • [Medium](https://medium.com/@kalmpact) • [Observable](https://observablehq.com/@kalmdown) • [Portfolio](https://kalmdesigns.com) |
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| PROFILE  Versatile strategic designer offering 15+ years of knowledge in design processes, design systems, design principles, and information architecture. In domains including IDEs, visualization, analytics, automation, B2B, SaaS, mixed-reality, and integrations. Ability to lead ideation and strategy and develop meaningful design deliverables. Innate ability to synthesize user needs from ambiguous and complex business requirements into robust design solutions that are clean and efficient or delightful to use. Proven record of starting new initiatives by laying out the vision and inspiring the team while supplying cutting-edge innovations and business solutions.  AREAS OF EXPERTISE   * User Experience Design * Product Design * Design Thinking * Wireframing * Data Visualization * Storyboarding * Journey Mapping * User Story Development * Requirements Gathering * Design Management * Project Management * Information Architecture * Design Tools - Sketch, Figma, ...   EDUCATION  **Bachelor of Arts in Computer Graphics and Animation**  Rutgers University, New Jersey |  |  | PROFESSIONAL EXPERIENCE  **Senior UX Architect, 2017 – 2022**  ICE Mortgage Technology, Pleasanton, CA   * Oversaw UX aspects of the 12-person team's first insurance integration in the sector, which generated more than the projected millions of dollars in income. * Led UX processes, from workshop facilitation to visual design polish, for a cross-functional 10-person team to produce a data visualization tool for mortgage data that generates millions of dollars in revenue.   Steered system design discussions with 15-person cross-functional team of stakeholders to include automation and AI/ML into the mortgage technology product experience. Outlined multi-year design path and corporate user experience approach for acquired technologies which included best practices and opportunities for cross-selling and quick go-to-market successes. **Conducted product design workshops with leadership, engineering, product management, and data science for the developer site**, mobile applications, integrations, automation, and administration, producing marketable solutions. Mentored eight designers, from entry-level through architect level, on design strategy, design process, systems thinking, design principles, and design systems.  **Senior UX Architect / Researcher, 2012 – 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 cross-functional, agile team that built it. * Initiated design research efforts to provide visualization tools for Aviation. Led design of visualization prototypes for helping subject matter experts explore and form hypotheses on large volumes of aviation data. Co-user researcher to determine the validity of the solution. * Sold Renewables marketing on an experience for the American Wind Energy Experience exhibit. Led a multi-disciplinary team of 6 and a creative agency to design and build 3D game experience in Unity to teach attendees the value of GE’s wind turbine software. [Patents-pending]   Led design and user research for a tool to make machine learning predictions for aircraft engine issues actionable. Proposed and led design of tools to help data scientists and subject matter experts remotely collaborate through visualization. Designed multimodal project to service power plants by utilizing mobile devices and AR glasses, and an AR iPad application for locomotive maintenance. Architect of a 3D pipeline for teams evaluating augmented reality technologies for industrial use cases. |

PROFESSIONAL EXPERIENCE, CONTINUED

**Senior UX Architect, 2012 – 2012**

VMWare | Socialcast, San Francisco, CA

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

Defined direction and capabilities for the next generation of product analytics in collaboration with the analytics team. Conducted needs and interest interviews with internal and external customers. Managed the implementation of filters and new layout in search. Developed mockups to illustrate how analytics and administration might be merged to create analytics-driven administration. Established redesign's design direction, which included design guidelines, information architecture alternatives, layout possibilities, and potential information organization for notifications, planning, filters, and activities. Collaborated with engineering to adapt the design to the available technology.

**UX Architect, 2011 – 2011**

Dubberly Design Office, San Francisco, CA

Designed user interface (UI) and strategic product direction for Google’s PLX platform, a data modeling and visualization tool for Googlers to create their dashboards. Wrote protocol and conducted persona, task, and background interviews with internal users. Developed business analytics use cases that established the course of the product strategy. Designed over 30 presentations with extensive information architecture, system architecture, storyboard, and detail design.

**Senior Product Designer, 2008 – 2011**

Autodesk Inc., San Francisco, CA

Product designer for features and strategic product direction that integrated into AutoCAD. Facilitated focus groups, participated in site visits, and contributed to usability analysis. Proposed strategic directions for Help, online services, and suites integration that were later developed.

**UX Architect, 2000 – 2008**

Oracle Inc., Redwood Shores, CA

* Led team in design reviews of more than 100 applications, providing advice on information architecture, consistent interaction design, use of the design system while maintaining domain-specific efficiency.
* Developed a Digital Animation Production platform for creatives and management to track assets, completion, and scheduling of feature-length 3D animations.

Designed across Oracle’s suite of SaaS enterprise applications, including product lifecycle management, project management, sales, marketing, services, healthcare, accounting, global close for multinational corporations, journaling, and digital asset management. Supervised the design and prototyping of projects that included information architectures based on visualization for comprehending intricate transactional procedures. Served as the design lead on fundamental strategic design projects, offering guidance, next-generation interaction design, design language, and rationale. Spearheaded effort to integrate collaboration, information visualization, and social networking capabilities into design patterns and convert to dynamic HTML.