

# Karl Mochel – Interaction, Information, Interface Designer

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## Objective

Seeking a full-time position in a leadership role engaging in user-centered design for a medium to large-size, growing and innovative software company in the digital health (bioinformatics) or graphics fields that is developing graphics intensive or visualization-oriented products.

## UX Architect

Oct '00 - Present

**Oracle Corporation, Redwood Shores, CA**

*Strategic Design: Enterprise Search, Desktop Integration, Project Mgt, Product Lifecycle Mgt, Healthcare, Marketing, Customer Service Relationship, Financials and more.*

- Designed enterprise desktop integration framework which has two patents pending for contextual interaction.
- Designed global enterprise search tools which 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.
- Created materials that explained difference between timed and user-focused performance measures across product lines and usage patterns.
- Led initiative to rationalize design patterns and transition them to a more mature design language including moving from static HTML to a Dynamic HTML interaction model, integrating collaboration, information visualization and social networking tools.
- 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.
- Project Managed, created educational material for, and developed design pattern stencils for Visio stencils to be used by hundreds of product managers and developers.
- Set architectural direction, vision and strategy for next generation e-business suite by advocating the understanding of design language in regard to different user types, different platforms and emerging technology.
- 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.
- Taught development teams about guidelines and the technologies that support them.
- Mentored junior to senior designers on practical design, design politics and design theory.
- Published, participated, and interacted with design community.

## UI Manager/Sr. Interaction Designer

Aug '97 - Oct '00

**AOL/Netscape, Mountain View, CA**

*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.
- Guided the definition of service functionality, architecture scheme, and data flow.

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- Created product navigation maps showing screen states and flow.
- Coordinated consistency considerations of application's designs.
- Integrated legacy information architecture with future design direction.
- Advocated for brand and content interactions and placement.

*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

Sep '94 - May '97

**Superscape Inc., Santa Clara, CA**

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

- Formulated and designed interfaces to implement user model.
- Built prototypes for various aspects of the new authoring environment.
- Led design team to establish program's information handling interfaces.

*Virtual Reality Toolkit: A graphical environment for authoring virtual worlds.*

- Conducted user-research to remove bottlenecks in the task flow.
- Headed design team to re-architect the interface to incorporate new technologies for the eradication of legacy problems.

*Other Assignments*

- Designed user interface for 'Viscape': A Navigator/IE plug-in for viewing virtual worlds.
- Decided dialog content and layout for 'Visualiser for Silicon Graphics': An application for viewing virtual worlds.
- Coordinated international design teams.
- Evaluated localization issues for the internationalization of the new product line.

### Product Manager/Interface Designer

Jun '90 - May '94

**CrystalGraphics, Inc., Santa Clara, CA**

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

- Designed user interfaces; researched competitors, created prototypes, wrote detailed specs.
- In charge of development, user-testing and beta-sites for 'Ruby': A Windows illustration package written in India by RAMCO.
- Conducted product review interviews with users, beta-testers, and dealers.
- Designed and produced Quick-Reference cards, marketing materials and package contents.
- Wrote product comparison and positioning materials based on competitive evaluations and feedback.

### 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