

Karl Mochel – Interaction, Information, Interface Designer

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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 – Jun '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.
- 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.
- 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

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.
- 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

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

- 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.
- 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