

Karl Mochel

Strategic designer, in various domains and technologies, of innovative experiences via principled design and pragmatic deliverables.

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EXPERIENCE

ICE Mortgage Technology, Pleasanton, CA

Senior User Experience Architect

Jul 2017 – Aug 2022

User Experience Architect for cross-functional experiences

- Lead designer and UX architect for a 10-person team that delivered an industry-leading, multi-million dollar revenue generating data visualization and inquiry tool for mortgage technology. Led the project from initial ideation through concept definition to market execution.
- Defined the corporate user experience approach and multi-year design path for acquired companies, including quick go-to-market wins as well as deeper cross-sell integration opportunities.
- Led ideation through execution activities for an industry-first insurance integration built by a 12-person team, where the result exceeded the multi-million dollar revenue expectations.
- Drove system design conversations with a cross-functional team of 15 stakeholders incorporating automation and AI/ML into the overall product experience for mortgage technology personas.
- Facilitated product design workshops with UX, leadership, product management, data science, and engineering resulting in desirable and developable products.

General Electric | Global Research, San Ramon, CA

Staff User Experience Architect/Researcher

Dec 2012 – Jul 2017

Research and exploratory design to address the Industrial Internet of Things.

- Digital Twin Genix – MVP application to democratize the building of Digital Twins (operationalized physics and machine learning models) for non-Data Science roles. Led vision and strategic design direction and was product owner

SKILLS

Strategic Design

Design Innovation

User Experience Design

Product Design

Mentoring

AREAS

Enterprise/B2B

Analytics/Visualization

Collaboration/Conversation

Augmented/Virtual/Mixed Reality

3D Animation/CAD

EDUCATION

Rutgers, The State University, Camden — BA

Computer Graphics and Animation

MEDIUM ARTICLES

[iVis: Understand business challenges via interactive visualization](#)

A framework for creating visualizations that help your teams understand the business.

[UX design considerations for acquisitions: Product Ecosystem](#)

Your company bought a product, and now it's up to you to consider the ecosystem as part of the UX integration

responsible for directing two designers and four developers to meet agile practices deliverables.

- Digital Twin – Provided vision for directions based on meeting the needs of different user types. Led design of concept car applications to prove viability of research directions.
- Rapid Data Forensics – Initiator of efforts to provide visualization tools for Aviation forensics. Led design of visualization experiences for helping subject matter experts explore and form hypotheses on large volumes of aviation data. Co-user researcher to determine validity of the solution.
- American Wind Energy Experience 2015 – Sold Renewables marketing on a game system for the exhibit. Led team of 6 to design and build a 3D game experience in Unity to teach attendees the value of GE's wind turbine software. Patents-pending.
- Collaborative Visualization – Proposed and led design of tools to help data scientists and subject matter experts remotely collaborate through visualization tools. Patents-pending.
- Augmented Reality – Designer for application for maintaining locomotives on iPads and a multimodal project for maintaining power plants using AR glasses. Architect for 3D pipeline for teams evaluating augmented reality technologies for industrial use cases.
- Leading Indicator Program – Led design and user research for a tool to make machine learning predictions for leading indicators of aircraft engine issues actionable.

VMware | End User Computing | Socialcast, SF, CA

User Experience Architect

Jan 2012 – Dec 2012

- 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 for how administration and analytics could be combined into analytics-driven administration.
- Led search redesign incorporating 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 principles, information architecture options, layout options,

effort.
(Part 3 of 3)

[UX design considerations for acquisitions: Product Integrations](#)

Your company bought a product they want to integrate into existing products.
(Part 2 of 3)

[UX design considerations for acquisitions: Standalone Products](#)

Making acquisitions part of your UX family — A model, a menu, and addressing standalone products.
(Part 3 of 3)

[Design Adjectives](#)

Principles, goals, and heuristics are mostly formed of adjectives. Pick ones that will best evaluate the fitness of your product.

[The Design of Decisions](#)

Designing experiences where ML/AI is helping users decide trivial choices, from socially important issues to questions of life and death.

[Feature Lists Don't Cut It](#)

Get to the right design out of the multitude of possibilities of a feature list.

[Design \[_____ \]?](#)

How design thinking, design goals, design principles, design heuristics, design language, design patterns, design systems, and design execution relate.

[Design Growth](#)

Not sure how you want to grow as a designer? Answering these questions can help you decide how to approach growing.

[Generative Art & Design](#)

The union and differences of ART and DESIGN in times of generative software tools.

[Pixel Perfect](#)

Making sure that users can appreciate a product's quality all the way to the backend.

[User Story Mixology](#)

Write user stories that drive features users want (or need) and drive innovation.

PROFESSIONAL ACTIVITIES

and possible information organization for Notifications, Planning, Filters, and Activities.

Dubberly Design Office, San Francisco, CA

User Experience Architect – Consultant

Jul 2011 – Dec 2011

- Interaction Design – strategic product direction and interaction design of Google analytics platform for internal financial groups.
- Created models of business analytics usage that set the 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.

Autodesk, Inc., San Francisco, CA

Sr. Product Designer – AutoCAD

Oct 2008 – May 2011

- Product design for features and strategic product direction that integrate into the company's primary product.
- Led team that set and presented a 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.

Oracle Corporation, Redwood Shores, CA

User Experience Architect

Oct 2000 – Oct 2008

- Led design and prototyping of projects that incorporated visualization-based information architectures for understanding complex transactional workflows.
- Designed a Digital Animation Production tool for creatives and management to track assets, completion, and schedules of feature-length animations.
- 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.
- Principal compliance and completion reviewer for

Patent Pending – 2019

Conversational Analytics Experiences

Patent – 2019

A Digital Twin Interface for Managing Wind Farms

Patent – 2018

Digital system and method for managing a wind farm having a plurality of wind turbines coupled to power grid

Patent Pending – 2015

Contextual Intelligent Assistant for Power Plant Operators

Patent Pending – 2015

Methods and System to Support Interactive Visualizations for Big Data

Patent – 2008

Enterprise context

Patent – 2008

Enterprise clipboard with context

Patent – 2008

Adaptive UI Regions for Enterprise Applications

Workshop Collaborator – CHI 2006

Reflective HCI

Workshop Collaborator – CHI 2006

Information Visualization and Interaction Techniques for Collaboration across Multiple Display

Publication – JASIST Vol. 57, No. 6

Search in the Web Shopping Environment

Presentation – IA Summit 2005

Design Patterns for Enterprise UI Architectures

Workshop Participant – CHI 2002

Search

applications. Reviewed 100+ applications, providing guidance on how to make information architecture and interaction design consistent across the suite while maintaining domain-specific efficiencies.

- Provided principal design guidance on suitability, completeness, and structural relationships of design patterns and application information architecture.
- Created design and design process tools and deliverables to improve the UI group's ability to influence the company's design direction.