

Michael W. Mitchell, Ph.D.

User Experience Design Strategist

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Summary

Director of User Experience known for far-reaching vision and passion for accelerating the possibilities of the future. Adept at inspiring, leading and challenging creative and technical teams. Works effectively with design and engineering teams to conceptualize, design, build and launch innovative products. Human factors engineer with over 20 years of experience investigating and designing for human-machine interaction and usability. Inventive interaction designer, forward-thinking strategist and big-picture connector-of-dots who works with companies and organizations seeking to design, test and improve innovative devices, software applications, services and games for desktop, web and mobile platforms. Entrepreneurial ventures center on unifying and simplifying our increasingly digital lives.

Accomplishments

- Collaborative redesign of PRO Unlimited's next generation "WAND X" web and mobile contingent workforce management platform, attracting new top-tier clients, increasing revenue by over \$200 million and demonstrating improved user efficiencies that will allow the company to save up to \$2.5 million in lost time annually
- Collaborative design of Jupiter Systems' category-defining Canvas™ Multipoint Visual Collaboration enterprise solution (www.jupiter.com/solutions#127) helped Jupiter leapfrog larger competitors and win a "Best of InfoComm 2012 Award" (<http://www.reuters.com/article/2012/09/10/idUS87041+10-Sep-2012+BW20120910>)
- Co-founder and Chief Experience Officer of social intelligence company Networked Insights, Inc. (<http://www.networkedinsights.com>), recognized as one of "The World's 50 Most Innovative Companies" for 2012 by Fast Company (www.fastcompany.com/3017480/most-innovative-companies-2012/39networked-insights)
- Co-inventor on [United States Patent 7,925,743](#), "Method and system for qualifying user engagement with a website."
- Co-inventor on [United States Patent 7,080,139](#), "Method and apparatus for selectively sharing and passively tracking communication device experiences."
- Ph.D. in Industrial and Systems Engineering, Human Factors Option with Human-Computer Interaction Concentration
- M.S. in Human Factors Psychology

Skill Set

Mobile User Experience (Android, iOS, Windows Phone), Service Design, Interaction Design, Creative Direction, Creative Briefs, Conceptual Exploration, Paper Prototyping, Wireframes, Information Design, Data Visualization, User Research, Usability Testing, A/B Testing, Personas, Ethnographic Studies, Use Cases, User Stories, Experience Audits, Competitive Analysis, Comparative Analysis, Card Sorting, Information Architecture, In-Vehicle Information and Navigation Systems

Previous Clients and Companies

Simplicit, Macy's, Tangible UX, Telenav, Lesslnk, Tintri, PRO Unlimited, Mozes, Jupiter Systems, Eleven Inc., Apple, Callaway Golf, Eaton Vance, Chegg, Fjord, PayPal, Networked Insights, Delivery Agent, Mehraban, Fatbubble, Scient, IBM, Virginia Tech, NHTSA, University of Idaho, General Motors Research Labs

Experience

November 2002 > Present

User Experience Design Consultant

Provided user experience and interaction design consulting for a number of clients. Teams included up to seven resources. Services for clients covered the user experience and creative design process, including user research, personas, usability tests, wireframes, information architecture and creative direction. Clients past and present include Macy's, Tintri, Tangible UX, Telenav, Lesslnk, PRO Unlimited, Mozes, Jupiter Systems, Eleven, Apple, Callaway Golf, Eaton Vance, Chegg, Delivery Agent

Macy's Worked with Macy's internal tools group to gather user requirements and design feature enhancements and cross-application interactions to support omni-channel business needs across Macy's enterprise merchandising tools.

Telenav Experience audits, comparative evaluations and design recommendations for Telenav's "Scout" navigation application offerings on iOS, Android, and in-vehicle embedded navigation system for automobile manufacturers.

PRO Unlimited Experience audits, user shadowing, user research and multiple subsequent redesign phases greatly improved the usability and efficiency of web and mobile versions of "WAND X" - the company's contingent workforce management (SaaS) platform. The streamlined interface offers robust visibility, comprehensive reporting and tracking of all contract/contingent worker engagements. Redesign attracted new top-tier clients, increased revenue by over \$200 million and demonstrated improved user efficiencies allowing the company to save up to \$2.5 million in lost time annually.

Jupiter Systems Designed the user experience for [Canvas™](http://www.jupiter.com/canvas/) Multipoint Visual Collaboration enterprise solution (www.jupiter.com/canvas/), a category-defining new product that allows networked control and collaboration from nearly any device, including smart phones, tablets, desktops and giant control-room display walls. Canvas was a "Best of InfoComm 2012 Award" winner (www.reuters.com/article/2012/09/10/idUS87041+10-Sep-2012+BW20120910).

Apple Design projects addressed flow, messaging, interaction and page layout alternatives for improving the Apple Jobs site (jobs.apple.com) as well as flow, messaging and page layout alternatives for the Apple Store (store.apple.com).

Callaway Golf Blue-sky conceptual thinking and experience design exploration for a mobile, integrated golf system.

Eaton Vance Experience audit of web properties and subsequent redesign for next generation financial services website.

Mozes Redesigned website experience with simplified information architecture, clarified information design and spacious page layouts to better present the company's offering.

Chegg Experience audit of Chegg.com and subsequent redesign efforts addressing the experience for textbook search, rental, buyback, ratings and reviews. Produced design recommendations and mockups concerning Facebook and Facebook Connect integration points for the social sharing of textbook rental activity.

Avatar Imports Experience audit, competitive evaluation and subsequent redesign of Avatar Imports' online store to improve site navigation, usability, page layout, interaction design and visual design.

Delivery Agent, Inc. Experience audit and user-testing to evaluate target users' perceptions of existing product segmentation and general usability of web shopping experiences for ABC TV Store and SeenON! NBC. Redesigned ABC TV Store and SeenON! NBC with improved navigation, page layout, media and advertising placement.

January 2013 > May 2013

Senior Interaction Designer

Fjord // San Francisco, CA

Designed core elements of the iPhone, Android and web mobile payment services for PayPal's Wallet team. Led Windows Phone 8 design and wireframe development for interactive vignettes in eBay's Customer Innovation Center. Wrote service design proposals for financial services, automotive and consumer electronics industries.

September 2006 > June 2009

Co-Founder and Chief Experience Officer

Networked Insights, Inc. // Madison, Wisconsin

Led a multi-disciplinary team of employees in the design and creation of SocialSense, the company's flagship social media data mining and analysis solution (SaaS) that gives marketers a focused understanding of who their audiences are, what they're interested in, and where they're engaging online. Led the design and creation of a white-label social network application for use by clients and defined the underlying look and feel across applications. Provided design leadership and forward-looking data visualization design concepts for future functionality through low-fidelity sketches, storyboards, wireframes and high-fidelity mockups.

August 2000 > August 2001

Co-Founder and Chief Creative Officer

fatbubble, Inc. // San Francisco, California

Led a multi-disciplinary team of employees and outside developers from initial concepts through creation of functional requirements, information architecture, prototyping, user-testing and development of the fatbubble activity viewer – a web browser plugin enabling rating, commenting and selective sharing amongst instant messaging buddies.

December 1999 › July 2000

Customer Experience Architect › Director of User Experience

Scient Accelerator Unit

Scient Corporation › Sherpa Ears, LLC // San Francisco, California

Involved throughout early brainstorming, user requirements gathering, participatory design sessions, naming and branding exercises for Sherpa Ears – an early social/music sharing site and one of the first startup clients to be incubated by Scient's Accelerator Unit. Served initially as Customer Experience Architect for the client and was subsequently hired into Sherpa Ears as the company's Director of User Experience.

February 1999 › February 2000

Lead User Interface Engineer › Customer Experience Architect

Customer Experience Innovations Center (CEIC)

Scient Corporation // San Francisco, California

Scient was a premier eBusiness Systems Innovator, dedicated to using the science of experience strategy, design, and technology. Third person hired to help grow the creative division (CEIC), co-authored and developed sections of the Scient design approach, assisted in hiring more than 200 high-caliber creatives within the first year. Served as Customer Experience Architect impacting brands such as BenefitPoint and Sephora through early brainstorming, naming and branding, requirements gathering, prototyping and iterative usability testing.

February 1997 › January 1999

Interface Design and Usability Engineer

Web Externals Design and Development Group

IBM Corporation // Research Triangle Park, North Carolina

Served as interface designer and liaison between customer-facing IBM website clients and teams of visual designers, web animators and programmers to communicate and implement user-centered design considerations for high-visibility segments of the IBM corporate web space. Designed and prototyped interface components for IBM web server and content management software, designed and conducted usability evaluations of IBM software products, analyzed usability data and communicated findings and recommendations via summary reports and presentations to IBM clients. Awarded for making significant impact to the usability of the IBM external web standard.

July 1994 › September 1996

Creative Director/UI Designer/Multimedia Developer

Software and Multimedia Products Group

American Research Corporation of Virginia (ARCOVA) // Radford, Virginia

Served as creative director and liaison between management and teams of videographers, graphic artists and programmers to implement user-centered design considerations across all products. Managed the development of interactive multimedia and computer graphics software for medical and behavioral applications sponsored by National Institutes of Health, directed the filming and editing of video and art/animation development, designed and conducted usability evaluations of multimedia software, organized content and edited scripts for multimedia productions, recruited and supervised personnel and acting talent for multimedia productions. Promoted to lead designer/developer of graphical UIs for multimedia software products.

Education

Doctor of Philosophy

Industrial and Systems Engineering, Human Factors Option, Human-Computer Interaction Concentration

Virginia Tech // Blacksburg, Virginia

Dissertation *"The effects of embedded question type and locus of control on processing depth, knowledge gain, and attitude change in a computer-based interactive video environment."*

Master of Science

Psychology, Human Factors Option

University of Idaho // Moscow, Idaho

Thesis "Determining effective display format and content options for in-car moving-map navigation and information systems." (Sponsored by General Motors Research Laboratories)

Bachelor of Science

Psychology Major with Music Minor

University of Idaho // Moscow, Idaho

Linked In Recommendations

"Not only is Michael always friendly and fun, but he's also a highly intelligent interaction designer, which makes my life as a visual designer much easier since so many of the possible pitfalls have already been thought out. I had the pleasure of working alongside him at PayPal on their mobile apps and always found his work to be insightful and well thought out. Michael's a valuable piece of the puzzle on any team, and I wouldn't hesitate to work alongside him again."

Justin Moline Visual Designer and former colleague at [Fjord](#)

"I worked with Michael at Networked Insights... he was a co-founder and our Chief Experience Officer. Michael is a great team player and leader in two regards: he is able to work well with his direct team and is also able to bring out the best in cross-team collaborations. Michael's biggest asset is that he sees ahead of most of us, he has the unique ability to see what lies on the horizon for users of mobile, web and computer related software. Most can predict 2 years out, Michael can innovate for at least 5 years out and bring it back to the present. Michael is a true big picture thinker and an asset to any company or colleague. He adds value within his team but also across the entire enterprise."

Dan Neely CEO at [Networked Insights](#)

"Michael is a visionary UX and human factors thinker who also possesses the ability to lead and inspire. His thinking and problem solving are not limited to the obvious avenues. He is always asking "what if?" and "why?" In addition, he is a skilled mediator and facilitator, always bringing out people's strengths and ideas. His leadership style is one of ultimate respect because he hires wisely. He nurtures his team even while he challenges them to go beyond their self-imposed limits. If Michael ever came knocking to hire me again, I would drop everything and follow him in a heart beat."

Russell Hall User Experience Developer at Broadcast Interactive Media and former colleague at [Networked Insights](#)

"Michael's forward-thinking conceptual explorations and vision guided our product at NI from early concepts and wireframes through to final visual design. His entrepreneurial spirit and leadership style brought out the best in his colleagues and team and I enjoyed working with him immensely."

Victoria Gritton Principal Designer at NetApp and former colleague at [Networked Insights](#)

"Michael is an oracle when it comes to understanding how people, organizations, and technology can and likely will relate to one another. He effectively translates ideas into a visual reality. He's trustworthy, passionate, and personally dedicated to accelerating into the possibilities of the future."

Todd Hoskins Consultant at Canopy Gap and former colleague at [Networked Insights](#)

"Michael is the most forward-thinking UI designer I've ever met. He's also super pleasant to work with and be around."

Frank LaRosa Founder & CEO at Noble Applications and former colleague at [Networked Insights](#)

"I've worked with Michael as a colleague and as a consultant. His insights, experience, and entrepreneurial spirit to "make things better", make him probably the best person in the room to work with."

Gray Kuglen Founder and Principal at [Less Ink, Inc.](#) and former colleague at Scient

"Michael is one of the most creative and talented experience designers I have ever met. His skill set is diverse from concept visualization to detailed prototyping or video editing. We worked seamlessly as a UI team at Scient during the heydays of the dot-com bubble, as well as independently creating user research video vignettes for a GDC presentation. Michael is passionate, forward thinking and always a pleasure to work with."

George Corzine Digital Strategy, User Experience, Product Design at [Wells Fargo](#) and former colleague at Scient

"I had the pleasure of working with Michael to create several IBM websites, from soup to nuts. He is an extremely creative, innovative experience designer. I could trust Michael to design online communities that were not only well-designed and usable, but also much more interesting and forward-looking than standard IBM sites. I would not hesitate to recommend Michael and would gladly work with him again."

Connie Smallwood Vice President, Innovation and University Programs at CA Technologies former colleague at [IBM](#)