Michael W. Mitchell, Ph.D.

User Experience Designer

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Objective

Interested in working with companies and organizations seeking to design, test and improve innovative devices, software applications, services and games for desktop, web and mobile platforms.

Summary of qualifications

A human factors generalist by training with over 15 years of experience in interface design and usability including:

- Heuristic evaluations
- User testing, analysis and design recommendations
- Conceptual exploration and prototypes
- Wireframe development

Experience

June 2009 » Present
Founder and Chief Experience Officer
The Moment Collective // Santa Cruz, California
The Moment Collective creates mobile and web-based tools that empower people by enhancing one's situation awareness through effective and increasingly relevant information design.

September 2006 » June 2009
Co-Founder and Chief Experience Officer
Networked Insights, Inc. // Madison, Wisconsin
While at Networked Insights, Dr. Mitchell led a multi-disciplinary team of employees in the design and creation of SocialSense, the company's flagship social media data analysis and visualization application that gives marketers a focused understanding of who their audiences are, what they're interested in, and where they're engaging. He also led the design and creation of a white-label social network application for use by clients, developed initial underlying data discoverability models and underlying look and feel across applications, and provided initial design leadership as well as forward-looking data visualization and design concepts for future functionality through low-fidelity sketches, storyboards, wireframes and high-fidelity Illustrator mockups to communicate social data visualization and exploration concepts.

November 2002 » September 2006
Freelance User Experience Consultant

July 2006 » September 2006
Avatar Imports, LLC // Santa Cruz, California
Dr. Mitchell carried out a complete overhaul of Avatar Imports Fair-Trade clothing company's online store. Specifically he conducted an experience audit of leading online clothing sites in Avatar's space to identify best practices and successful design patterns, re-designed the shopping experience to improve site navigation, usability, page layout, interaction design and visual design.

December 2005 » July 2006
Delivery Agent, Inc. // San Francisco, California
While consulting for Delivery Agent, Dr. Mitchell conducted a heuristic evaluation and subsequent user-testing study to evaluate target users' perceptions of existing product segmentation and general usability of web shopping experiences for ABC TV Store and SeenON! NBC. He also redesigned page schematics for ABC TV Store and SeenON! NBC shopping experiences to improve overall usability, navigation, page layout and placement of media and advertising elements based on results from heuristic evaluation and user-testing.

November 2004 » September 2005
Mehraban Oriental Rugs // Los Angeles, California
Dr. Mitchell managed the production and launch of the Mehraban Oriental Rugs eCommerce Web Application, serving as liaison between clients, design firm and development firm. He wrote technical specifications for new features, created introductory Flash animation for site, defined and documented the client's photo production process, and trained Mehraban employees on the photo production process and the use of the back-end e-commerce, email marketing and content management tools.

November 2002 » November 2003
oneVillage Foundation // San Jose, California
Serving as a consultant and thought leader, Dr. Mitchell designed and developed identity, logos, info-graphics and the original website for the oneVillage Foundation which sought to leverage Information and Communication Technology (ICT) to bring people and synergistic groups together to address urgent issues by providing a platform for an integrated approach to sustainable development.

August 2000 » August 2001
Co-Founder and Chief Creative Officer
fatbubble, Inc. // San Francisco, California
From the initial concept through creation of functional requirements, design and prototyping, user-testing and into development, Dr. Mitchell led a multi-disciplinary team of employees and outside developers in the creation of a web-based consumer rating and commenting application for instant messaging users. The fatbubble tool integrated the power of the Web Browser with the global reach of the Instant Messaging buddy network. He led in the development of the company's application and developed information architecture and user-flows, designed and developed prototypes for user-testing and design specification documents, conducted target audience surveys and small focus groups, designed, developed and maintained the fatbubble website, hired and managed outside visual design talent to develop final look and feel of the fatbubble tool, website and Flash animations, co-authored all company marketing documents, and secured seed-round financing from domestic and international investors.

December 1999 » July 2000
Customer Experience Architect » Director of User Experience
Scient Accelerator Unit
Scient Corporation » Sherpa Ears, LLC // San Francisco, California
Dr. Mitchell was Involved in 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. He served as Customer Experience Architect for the client and was subsequently hired into Sherpa Ears as Director of User Experience and managed the outside creative development team to quickly build a compelling Flash and HTML mockup for investors and music industry decision makers.

February 1999 » February 2000
Lead User Interface Engineer
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. Dr. Mitchell was the third person hired to help grow Scient's creative division (CEIC). He assisted in the hiring of over 200 high-caliber creatives within the first year as well as hired and managed outside design firms and contract developers, serving as customer experience architect, information architect, UI designer, and liaison between clients and teams of visual designers, front-end technologists and back-end programmers to communicate and implement user-centered design considerations for high-visibility e-business and e-commerce web applications. Dr. Mitchell was involved across the development life-cycle from early brainstorming, naming and branding exercises, user requirements gathering and participatory design sessions through iterative usability testing and functional testing and co-authored and developed sections of the Scient design approach.

February 1997 » January 1999
Interface Design and Usability Engineer
Web Externals Design and Development Group
IBM Corporation // Research Triangle Park, North Carolina
Dr. Mitchell served as creative director and liaison between 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. Specifically, he designed and prototyped UI components for IBM web server and content management software, designed and conducted usability evaluations of IBM software products, web-based applications and websites, analyzed usability data and communicated findings and recommendations via summary reports and presentations to IBM clients. While at IBM, Michael was awarded for making significant impact to the usability of the IBM external web standard.

July 1994 » September 1996
Creative Director/Multimedia Developer/UI Designer
Software and Multimedia Products Group
American Research Corporation of Virginia (ARCOVA) // Radford, Virginia
During his tenure at ARCOVA, Michael served as the creative director and liaison between management and teams of videographers, graphic artists and programmers to communicate and implement user-centered design considerations across all products. He 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, including acting talent, for multimedia productions. While at ARCOVA he was promoted to lead designer/developer of graphical UIs for multimedia software products.

Advisory

June 2009 » Present
User Experience Advisor
Networked Insights, Inc. // Madison, Wisconsin
Dr. Mitchell co-founded Networked Insights, Inc., serving as Chief Experience Officer from 2006 until 2009, and continues to serve on the company's Board of Directors and as an Advisor in the areas of user experience and social data visualization.

Patent

Co-inventor on United States Patent 7,080,139, "*Method and apparatus for selectively sharing and passively tracking communication device experiences.*"

Education

Doctor of Philosophy
Industrial and Systems Engineering, Human Factors Option with 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.*"

PDF Dissertation 1.4 MB

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