

Michael W. Mitchell, Ph.D.

User Experience Design Strategist

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Summary

Michael is a human factors engineer with over 15 years of experience investigating and designing for human-machine interaction and usability. He is an 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.

- Heuristic evaluations
- User testing, analysis and design recommendations
- Rapid prototyping and conceptual exploration
- Information design and data visualization
- Information architecture
- Wireframe development

Experience

March 2010 » Present

User Experience Design Consultant

May 2010 » Present

[Eleven, Inc.](#) // San Francisco, California

Designing delightful user experiences from early concepts through final wireframes for clients such as Apple, Callaway Golf and Eaton Vance.

March 2010 » May 2010

[Chegg, Inc.](#) // Santa Clara, California

Performed a UX audit of Chegg.com and subsequent redesigns 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.

June 2009 » Present

Founder and Chief Experience Officer

[The Moment Collective](#) // Santa Cruz, California

The Moment Collective creates mobile and web-based data capture, visualization and management tools designed to help people better visualize, understand, manage and change what's going on around them.

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. 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.

November 2002 » September 2006

User Experience Design Consultant

July 2006 » September 2006

[Avatar Imports, LLC](#) // Santa Cruz, California

Conducted a complete overhaul of Avatar Imports fair trade clothing company's online store. Performed an experience audit of leading online clothing sites in Avatar's space to identify best practices and successful design patterns. Redesigned the Avatar Imports shopping experience to improve site navigation, usability, page layout, interaction design and visual design.

December 2005 » July 2006

[Delivery Agent, Inc.](#) // San Francisco, California

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. 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

Managed the production and launch of the original Mehraban Oriental Rugs e-commerce web application, serving as liaison between clients, design firm and development firm. Wrote specifications, created introductory Flash animation, defined and documented client's photo production process, and trained Mehraban employees on the photo production process, back-end e-commerce, email marketing and content management tools.

November 2002 » November 2003

[oneVillage Foundation](#) // San Jose, California

Provided design and strategy consulting around storytelling and mobile device use in developing countries, developed identity, logos, info-graphics and the original website for the oneVillage Foundation which sought to leverage Information and Communication Technologies (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

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 viewer – a web browser plugin enabling rating, commenting and 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 Lead User Interface Engineer and Customer Experience Architect impacting brands such as BenefitPoint and Sephora through early brainstorming, naming and branding, user requirements gathering, participatory design, 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, web-based applications and websites, 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 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. 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.*"

[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

Patents

Co-inventor on United States Patent [7,925,743](#), "*Method and system for qualifying user engagement with a website.*" Issued April 12, 2011

Co-inventor on United States Patent [7,080,139](#), "*Method and apparatus for selectively sharing and passively tracking communication device experiences.*" Issued July 18, 2006