

Joshua Schoenwald

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Objective

To work with brilliant minds in an environment that values, fosters, and produces products and experiences that are second-to-none.

Experience

May 2010-
Present

UI Design Lead **mPortal, Inc.; Los Angeles, CA**

- Design & Information architecture for Comcast's XFINITY mobile applications (iOS, Android, BlackBerry).
- Architecture for mPortal's SPRINGBOARD platform mobile media products (apps, video, discovery, services).
- Manage client relationships and provide UX expertise to client & developers.
- Direct wireframe & visual asset production process.
- Responsible for ongoing design pipeline of multiple simultaneous new & updated apps.

Mar. 2009-
May 2010

Freelance UI / Human Factors Design **Los Angeles, CA**

Quantum Mobility Solutions

- Team member working on a large telecommunications application across multiple devices.
- Responsible for detailed wireframe production, careful review and strict attention to detail.

Sidebar, Inc

- UI Design & architecture for a mobile content delivery application.

Resilient Cognitive Solutions

- Conducted knowledge elicitation sessions to identify the cognitive difficulties within systems.
- Critically evaluated the efficacy of systems based on Cognitive Engineering principles.
- Created information visualizations to represent complex cognitive interrelationships.

Aug. 2007-
Feb. 2009

Sr. Design Consultant **Quantum Mobility Solutions; Los Angeles, CA**

- Principal interface / interaction design on various products for mobile handsets and services.
- Led interaction design on the Mobile Storefront for Palm's webOS-enabled devices.
- Crafted and collaborated with Palm on the First Use experience of the Pre device.
- Managed client contracts including scope of work and project tracking.

Jan. 2006-
Jul. 2007

UI Design Manager (Jan. 2006-Jul. 2007) **Amp'd Mobile, Inc.; Los Angeles, CA**

- Promoted to Sr. Designer and Manager of in-house UI Design Team responsible for mobile software and handsets.
- Conducted usability research and requirements gathering; created wireframes, architectures, and visual designs.
- Designed screen layouts and interactions for products including mobile search, VOD subscriptions, browser portal, handset bill payment, and mobile TV episode guide.
- Redefined the role of the UI team within the company to be an integral part of the requirements definition process.

Key Successes:

- Drove interaction and visual design for a new catalog search client which saw 5x usage of previous client and resulted in an overall content sales increase of 10%.
- Designed UI and visual assets to enable bill payment directly from handsets; collected over \$200,000 in 30 days.

- Sep. 2002-
Dec. 2005
- Research Assistant**
The Ohio State University; Columbus, OH
- Examined the role of scenario design and use from a cognitive engineering perspective.
 - Developed a methodology for creating early design requirements and guidelines through the use of envisioning scenarios and effective cognitive task analyses.
 - Created decision support systems for Aviation Safety Inspectors using knowledge elicitation and contextual inquiries.
 - Thesis work re-purposes scenarios as an effective tool for design envisioning.

Additional Experience

- Dec. 2001-
Jun. 2002
- Design Consultant; California State University Channel Islands**
- Designed inaugural print versions of General Catalog & Class Schedule
- Sep. 2000-
May 2001
- User Interface Designer; LiveWorld, Inc.**
- Wireframes, screen mocks, design analyses for a large-scale online community.

Education

- Sep. 2002-
Dec. 2005
- M.S. in Human Factors Engineering**
The Ohio State University; Columbus, OH
- Studied cognitive engineering, scenario design / development, cognitive task analysis, visual design, typography.
- Sep. 1996-
Jun. 2000
- B.S. in Cognitive Science, specializing in computation**
University of California San Diego; La Jolla, CA
- Studied user-centered interface design, human-computer interaction, usability testing, perception, artificial intelligence.

Additional Skills & Qualifications

- Software: Mac OS, UNIX; Adobe Photoshop, InDesign, Illustrator, Acrobat; MS Office; OmniGraffle, OmniOutliner. Familiarity with HTML/CSS, Flash, Javascript / Actionscript, C.
- Mobile: Experience designing software for iOS, Android, BlackBerry, Java, Symbian, webOS, and BREW.
- Publication: "Scenarios as a Tool for Collaborative Envisioning" (Proceedings of the 49th Annual Meeting of the Human Factors & Ergonomics Society; Orlando FL; Sep. 2005).
- Personal: Excellent ability to distill technical concepts to general audiences. Diverse leadership experience. Superior teamwork, communication, and writing skills. Quick learner, extremely organized, keen design sense, close attention to detail.
- Websites: **Blog / portfolio:** <http://alsowik.net>
Zen Backgrounds: <http://zenbackgrounds.com>
The Great Steakout: <http://thegreatsteakout.com>
My Wedding: <http://alsowik.net/storage/wedding/index.html>
Master's Thesis research: <http://csel.eng.ohio-state.edu/productions/xcta/>