

Steven J. MocarSKI

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Summary

Creative, multi-faceted user experience designer with over 15 years experience designing responsive Web applications, intranets, e-commerce Web sites, and online marketing campaigns for Fortune 1000 companies and high-growth, internet start-ups.

User-Centered Design • Interaction Design • Prototyping • Persona Development
Usability Testing • Heuristic Evaluation • Competitive Assessment
Instructional Design • Agile/Lean UX

MARRIOTT INTERNATIONAL (Bethesda, MD)

2010 – Present

User Experience Designer

UX designer on the Hotel Websites (HWS) team responsible for designing features and functionality to improve product performance.

- Redesigned the entire legacy HWS product to enable its deployment on a new, omni-channel software platform.
- Created an “elevated” HWS concept to showcase the expanded content of Starwood full-service hotels.
- Collaborated with the UX Standards team on the “Brand Pull-Through” project to identify where and how to visually communicate Marriott’s 30 brands on HWS.
- Designed and prototyped a new, responsive HWS navigation scheme to allow guests to more quickly find and experience content on the site.
- Assisted in the development of the “Elevated” HWS Style Guide, which hotel staff will use when submitting new content for their site.
- Collaborating with Marriott’s Global Learning group to update the HWS Users Guide so that it reflects the new HWS design and is easier for hotel staff to use.
- Conceived and designed an innovative browser extension called “Roomerang” that helps achieve Marriott’s Book Direct strategy by redirecting Online Travel Agency (OTA) users to Marriott.com.

LADDERS (New York, NY)

2008 – 2010

Information Architect

Was the lead IA for RecruitLadder, a Web application Ladders provided to corporate recruiters and agency recruitment firms to help them search candidates, post jobs, and manage job applicants.

- Designed the information architecture for a state-of-the-art search feature that significantly improved the recruiter’s ability to find qualified candidates.
- Designed and deployed a much improved candidate management feature that enabled recruiters to effectively save, organize, and manage candidates.

GRIDPOINT (Arlington, VA)

2007 – 2008

Training & Documentation Manager

Led all product training and documentation activities at the company, a provider of Smart Grid software and hardware products.

- Designed and authored instructor-led and self-study modules. Successfully trained GridPoint staff and external customers in the proper use of Gridpoint’s utility and energy management software.
- Led online and classroom training sessions for a range of audiences including customer service, network operations, sales staff, and external clients.
- Designed and authored installation guides and user manuals for GridPoint’s hardware products.

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FREELANCE INFORMATION ARCHITECT (New York, NY & Boston, MA)

2002 – 2007

Created UX and IA deliverables for client companies, focusing primarily on audience analysis, business/functional requirements, and User Interface (UI) design.

- At **Razorfish**, developed the UI for an enterprise-wide intranet to improve collaboration among marketing staff across the major car divisions of the Ford Motor Company.
- For **Standard & Poor's**, designed the UI for a portal application that improved the workflow of S&P credit analysts.
- At **Fidelity Investments**, led the effort to redesign Streetscape(SM), Fidelity's Web-based, institutional brokerage platform. Improved the app's Tower Group ranking, a measure of its standing among competing broker/dealer applications.
- For **BusinessEdge Solutions (now part of EMC Consulting)**, developed the UI and visual design for a training management portal for Pfizer Inc, enabling the company to more efficiently train pharmaceutical sales staff.

Other relevant experience

KADRO SOLUTIONS (Raleigh, NC)

Provider of enterprise-class software and software-as-a-service applications.

- Led all information architecture activities at the company.
- Created the UI to Kadro Merchant, a back-end, Web application for managing e-commerce sites.

iXL (Richmond, VA)

Former Internet design and consulting company.

- Developed navigation schemes, wireframes, usability test scenarios, and HTML prototypes for dot-com and Fortune 1000 clients including GE's Center for Financial Learning, Red Hat, and Harrods.

OMEGA PERFORMANCE (Richmond, VA)

Provider of interactive and instructor-led training programs to the banking industry.

- Managed programming and design staff in developing CD-ROM-based training tutorials on retail banking products. Designed instructionally sound tutorials and sales simulations.

CHASE MANHATTAN BANK (now JP Morgan Chase) (New York, NY)

Money-center banking and financial services firm.

- Managed design staff in creating interactive and instructor-led training programs. Developed a products curriculum that improved the sales and service performance of retail bank personnel.

Education

University of Pennsylvania (Philadelphia, PA): M.S.E., Materials Science and Engineering

Amherst College (Amherst, MA): B.A., cum laude, Physics

Software/Languages

Sketch

Adobe Photoshop

Adobe InDesign

HTML

JavaScript/jQuery

Cascading Style Sheets

MS Visio

MS Office Suite