

# Steven J. MocarSKI

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Bethesda, MD • (240) 994-2263 • [steven@stevenmocarSKI.com](mailto:steven@stevenmocarSKI.com) • [www.stevenmocarSKI.com](http://www.stevenmocarSKI.com)

## Summary

Creative, multi-faceted user experience designer with over 12 years experience designing Web applications, intranets, e-commerce Web sites, and online marketing campaigns for Fortune 1000 companies and high-growth, internet start-ups.

User-Centered Design • User Flows • Prototype Development • Interaction Design • Wireframing  
Persona Development • Heuristic Evaluation • Usability Testing  
Competitive Assessment • Agile/Lean UX

## MARRIOTT INTERNATIONAL (Bethesda, MD)

2010 – Present

### *User Experience Lead*

Senior member of the team responsible for designing features and functionality for Marriott's global sites, ensuring they are designed effectively for local markets.

- Led the redesign of the guest information forms on Marriott's China site enabling users to enter in Chinese characters in a more relevant, localized format.
- UX lead for Marriott's Internet sign-up screens and on-property Web portal, which guests use to learn about their local area and access premium content, improving their engagement with the Marriott brand.
- UX lead on the customer-facing Web page used by group event attendees and corporate travelers to book at host Marriott properties.

## THELADDERS (New York, NY)

2008 – 2010

### *Information Architect*

Lead IA for RecruitLadder, the Web application TheLadders provides 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 has significantly improved a recruiter's ability to find qualified candidates on the RecruitLadder site.
- Designed and deployed a much improved candidate management feature that has enabled recruiters to effectively save, organize, and manage candidates on-site.

## GRIDPOINT (Arlington, VA)

2007 – 2008

### *Training & Documentation Manager*

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

## Steven J. Mocarski

**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.

- For **Razorfish**, developed the UI for a user-driven, enterprise-wide intranet that improved 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.
- For **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**, developed the UI and visual design for a training management portal for Pfizer Inc, enabling the company to more efficiently train their 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 consumer 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

Adobe InDesign

Adobe Photoshop

iRise

HTML

JavaScript/jQuery

Cascading Style Sheets

MS Visio

MS Office Suite