

# JUSTIN MANDELL

## USER EXPERIENCE DESIGNER

email [justinmandell@gmail.com](mailto:justinmandell@gmail.com) Folio [www.justinmandell.net](http://www.justinmandell.net)  
California

### PROFILE

User Experience Design & UCD Evangelist — Established and educated usability professional with over 10 years of hands-on experience with all stages of web and software product design and development, from customer research and requirements gathering, interaction design and art directing to prototyping, production and usability testing. Experience educating cross-platform teams on user centered design methods and how to interject them within the product design process.

### EXPERIENCE

#### **Smith Micro Software, Inc — Interaction Design Manager** Jul 2010 - present

Currently oversee all UX design and research for connection management and mobile products. Established consistent set of deliverables for product design process including wireframes, screen flows and visual design layout requirements. Lead designer on Visual Voicemail application, Verizon Connection Manager (CM), Sprint CM and Bakrie Experience Manager. Continue to work with UX team, product management and customers gathering requirements and developing new products and concepts.

#### **Smith Micro Software, Inc — Senior Interaction Designer** Feb 2009 - Jul 2010

Established user experience design team. Responsible for driving user experience improvements for all company products. Introduced and implemented a user centered design process incorporating both quantitative and qualitative user experience research, including usability testing, heuristic evaluations, and user surveys. Lead designer on HP CM, Spring Cleaning 10, CheckIt Diagnostics 8, Dell CM feature add-ons, Sprint CM feature add-ons, Verizon CM and QuickLink Mobile CM. Oversaw interaction design efforts for SendStuffNow across all OS platforms (desktop and mobile).

#### **Motorola, Inc — Senior Interaction Designer** Dec 2006 - Jul 2008

Redesigned the Media Finder, Media Player and FM Radio applications for several ODM products. Consulted on the redesign of Settings, Home Screen, Near Field Communication, Camera Capture, Video Capture and Voice Recordings. Added new features to T-Mobile myFaves 2.0.

#### **Motorola, Inc — Interaction Designer** Aug 2005 - Dec 2006

Designed UI for DRM system, File Manager, Mobile TV (DVB-h). Assisted with design of Media Finder and Media Player applications. Created new UI Specifications documentation design template for UI team. Worked with Design Research to design research plans and prototypes for user testing.

#### **Dick Blick Holdings, Inc. — Usability Specialist** Oct 2004 - Aug 2005

Designed UI for intranet application converting and streamlining analog system into a digital paperless, database-driven, system and Content Management System working closely with the lead developer. Performed user/task analysis to determine requirements and heuristic evaluations on e-commerce site. Created online survey to determine user metrics and needs.

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### EXPERIENCE (CONT.)

#### **Lytis Interactive, LLC — Partner/Interaction Designer** June 2003 — Sep 2005

Founded interactive design company. Established UCD design processes. Initiated client sales contact, gathered requirements, created and presented design proposals. Designed UI, developed and project managed all projects.

#### **New Balance Chicago — Design/Marketing Manager** Nov 1998 — June 2001

Spearheaded marketing design and implementation for all media outlets including radio, newspaper, and magazine ads. Produced in-store and online coupons, coupon tracking system, and point-of-sale signage. Wrote copy for print and radio ads, created page layouts, and scheduled time and duration of ad placements. Conceptualized and created a Flash module increasing visual appeal of products by fostering a 360° display of online products. Designed, photographed, and laid out the 2001 LaSalle Bank Chicago Marathon merchandise catalog.

### EDUCATION

#### **De Paul University - Chicago, Illinois**

MS Human-computer interaction — 2004  
3.95 with distinction

#### **Illinois State University - Normal, Illinois**

BS psychology — 1996

### UCD SKILLS

- User/Task Analysis
- Contextual Inquiry
- Competitive Auditing
- Heuristic Evaluation
- Personas/Scenarios and Use Case Development
- Interaction Modeling
- Information Architecture
- Open/Closed Card Sorting
- Wireframe Specifications/ Storyboards
- Rapid Prototyping
- Usability Testing

### TECHNICAL SKILLS

- Axure
- Photoshop/Illustrator/Flash/Dreamweaver
- Microsoft Office/Visio
- Omni Graffle
- Expression Blend
- HTML/CSS
- XP/Vista/Win7/WP7
- OS X/iOS
- Android OS
- Blackberry OS