

Steven J. MocarSKI

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Summary

Creative, multi-faceted information architect with over 10 years experience designing Web applications, intranets, e-commerce sites, and online marketing campaigns for Fortune 1000 companies and high-growth, internet start-ups.

User-Centered Design • User Flows • Persona Development • Interaction Design • Infographics
Wireframing • Clickable Prototypes • Heuristic Evaluation • Usability Testing • Competitive Assessment

Experience

MARRIOTT INTERNATIONAL, Bethesda, MD • 10/10 – Present

International lodging and hospitality company.

Senior Information Architect

Assigned to the team responsible for designing/enhancing the search and reservations functionality on Marriott.com and related sites.

- Assisted the User Experience (UX) team in redesigning the “alternate date” searching feature on Marriott.com to allow leisure customers with travel flexibility the ability to find the most attractive rates at Marriott properties.
- Currently leading the IA effort to redesign Marriott’s on-site Web portal to enable hotel guests to more easily access local area knowledge, hotel amenities, and preferred partner content and improve their engagement with the Marriott brand.

THELADDERS, New York, NY • 12/08 – 10/10

Online job search and recruitment services firm specializing in the \$100K+ job market.

Information Architect

Appointed lead IA for RecruitLadder, the Web application TheLadders provides to corporate recruiters and agency recruitment firms to enable them to search candidates, post jobs, and manage job applicants.

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

GRIDPOINT, Arlington, VA • 5/07 – 11/08

Startup company developing software solutions to enable the Smart Grid.

Training & Documentation Manager

Led all product training and documentation activities at the company.

- Designed and authored instructor-led and self-study modules and 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 tailored to the unique needs of a range of audiences including customer service, network operations, sales staff, and external clients.
- Authored and produced installation guides and user manuals for GridPoint’s hardware products. Wrote copy, created graphics/illustrations, designed page layout.

Experience (cont'd)

FREELANCE INFORMATION ARCHITECT, New York, NY & Boston, MA • 9/02 - 4/07

Created information architecture 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.
- On contract to **Standard & Poor's**, designed the UI for a portal application that improved the workflow of S&P credit analysts, allowing them to more easily monitor industry news, access credit data and documents pertaining to their assigned companies, and publish their findings.
- For **Fidelity Investments**, led the effort to redesign Streetscape(SM), Fidelity's Web-based, institutional brokerage platform. Implemented more efficient navigation and designed new, multi-trade functionality. Improved the app's Tower Group ranking, a measure of its standing among competing broker/dealer applications.
- As a consultant to **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.
- At **Modem Media**, developed the UI for "Pledge For Life," an online program rolled out by Wyeth at www.Centrum.com to promote brand loyalty.

KADRO SOLUTIONS, Raleigh, NC • 7/01 - 6/02

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

Senior Information Architect

Led all information architecture activities at the company. Designed mobile apps for the Palm and Pocket PC operating systems. Created the UI to *Kadro Merchant*, a back-end, Web application for managing e-commerce sites. Successfully rolled out *Merchant* to a retail client who significantly increased their online revenue post-deployment.

iXL, Richmond, VA • 3/99 - 6/01

Former Internet design and consulting company.

Senior Information Architect

Developed navigation frameworks, wireframes, usability test scenarios, and HTML prototypes for dot-com and Fortune 1000 clients. Successfully designed and developed sites for GE's Center for Financial Learning, Red Hat, S&K Menswear, and Harrods.

OMEGA PERFORMANCE, Richmond, VA • 8/96 - 1/99

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

Project Manager / Instructional Designer

Managed programming and design staff in developing CD-ROM-based training tutorials on retail banking products. Developed project plans; managed to budget and schedule. Designed instructionally sound tutorials and sales simulations.

CHASE MANHATTAN BANK (now JP Morgan Chase), New York, NY • 6/94 - 8/96

Money-center banking and financial services firm.

Project Manager, Training Design & Development

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.

Experience (cont'd)

ANDERSEN CONSULTING (now Accenture), Washington, DC • 6/92 - 6/94

Global management and IT consulting firm.

Senior Change Management Consultant

Planned and implemented large-scale organizational change for financial services and government clients. Designed and delivered training programs to support major corporate restructurings.

NORTHROP CORPORATION (now Northrop Grumman), Hawthorne, CA • 12/87 - 5/91

Fortune 500 Aerospace & Defense contractor.

Materials Engineer

Led engineering, communications, and marketing projects to develop and promote the use of advanced aerospace materials in fighter aircraft.

Education

Master of Science in Materials Science and Engineering

University of Pennsylvania, Philadelphia, PA.

Bachelor of Arts in Physics, Cum Laude

Amherst College, Amherst, MA.

Software/Languages

Adobe Fireworks

Adobe Illustrator

Adobe Photoshop

Adobe FrameMaker

MS Visio

HTML

JavaScript

Cascading Style Sheets

MS Office Suite (Excel, Word, PowerPoint, etc.)