

Joe Sokohl

OFFICE

3321 Floyd Avenue
Richmond, VA 23221

PHONE

804.873.6964

EMAIL

joe@RegularJoeConsulting.com

WEB

RegularJoeConsulting.com

Skills Summary

	User/task analysis and user requirements specification
Approach	Information architecture, content strategy, and usability evaluation
	Interaction design, including prototyping, sketching, and design
	Strong leadership, management, and communication abilities
	RUP, Agile/SCRUM, CMM
Tools	HTML, CSS, and JavaScript
	OmniGraffle, Axure RP, Visio, Microsoft Office, Apple iWork
	Captivate, Dreamweaver, HomeSite
	Morae, Silverback, Optimal Studio
	Fireworks, Illustrator, Photoshop

Experience

PRINCIPAL, REGULAR JOE CONSULTING, LLC, RICHMOND, VA 4/2009-PRESENT

- Provide strategic user experience (UX) consulting to help clients understand how experience design affects their business.
- Conduct user research, provide interaction design, craft content strategies, and create information architecture for Web sites, Web applications, and software.

Sample accomplishments for key clients

- Created key wireframes & prototypes for Best Buy, showcasing new approaches to digital content delivery. Advised business and technical leaders on best approaches to user-centered interaction.
- Conducted strategic UX analysis and created a UX roadmap for a major proprietary education company. Performed onsite observation, hands-on heuristic evaluation, and stakeholder interviews.
- Helped <http://www.SnagAJob.com> create a new e-commerce site for employers looking to hire hourly employees. Created a multilevel prototype for usability testing, engineering conceptualization, and leadership buy-in.
- Created wireframes and prototypes while helping define business goals for a veterinary practice management reports portal. Solved unique data visualization issues that leveraged progressive disclosure approaches.
- Defined a multiyear UX strategy for an enterprise-level Fortune 100 technology company, helping it focus on near-term as well as visionary tasks.
- Created interaction design models for several U.S. government agencies.

USER EXPERIENCE LEAD, PRACTICEWORKS, LLC, RICHMOND, VA/ATLANTA GA 8/2008-4/2009

- Developed and communicated tools and processes for this dental software company that ensured the experience vision was implemented across all stakeholder teams. As a key member of the Global Software team, delivered an overall strategy of integrated dental software suite.
- Provided UX evangelism both internally and externally.
- Performed research in clinics, hospitals, and dental offices. Created research-based personas and mental models.
- Designed and specified the interaction behaviors for software products.

DIRECTOR OF USER EXPERIENCE, KEANE, INC., RICHMOND, VA 7/2007- 8/2008

- Acted as the corporate advocate for user experience consulting: Information architecture, user research, interaction design, and usability evaluation along with visual design and front-end design.
- Led the core, strategic user experience team, focusing on high-visibility projects with the company's top 25 accounts.
- Oversaw partnerships with multiple user experience firms.
- Wrote articles, spoke at conferences, and presented UX strategy and approaches to clients.
- Managed 10 North American and 35 Indian IAs, visual designers, technical writers, and Web developers. Mentored them in competency skills along with general business consulting practices.
- Helped integrate offshore UX teams with onshore projects as well as leading the pursuits of projects internationally.
- Evangelized best practices in UX among both internal and external clients.

SENIOR PRINCIPAL INFORMATION ARCHITECT, KEANE, INC., RICHMOND, VA 2/2005-7/2008

- Acted as a thought leader, writing papers, presenting topics, and furthering the Keane image in the user experience world.
- Created personas, scenarios, and wireframes for a global hotel's user-focused Web presence (www.bestwestern.com).
- Led the user-experience activities on a strategic assessment project for a major life insurance and annuities firm. Defined high-level personas, scenarios, and user-experience strategies.
- Created an online tutorial that uses cascading style sheets (CSS) and Adobe Captivate for a Fortune 100 company. Created and conducted standup training in a presentation format.
- Provided in-house training on user experience needs and tasks.

SOKOHL & ASSOCIATES, PRINCIPAL, RICHMOND, VA 1/2002-10/2005

- Provided information design, technical writing, and usability consulting. (www.patient2patient.net)
- Evaluated existing interaction design based on usability heuristics. Provided detailed reports showing suggested corrections.
- Observed users performing tasks, created user personas to reflect goals and needs, and determined both user and business requirements.
- Reviewed documentation approaches and plans on a strategic level, advising clients on best approaches and appropriate practices.

DIGITALNET/BAE SYSTEMS, DOCUMENTATION TEAM LEAD, YORKTOWN, VA 7/2003-1/2005

- Evaluated application's compliance with Section 508 of the Rehabilitation Act.
- Mentored the software engineering team on user-centered design strategies while also leading an information design team.
- Created an online tutorial that uses cascading style sheets (CSS) and Adobe Captivate for U.S. Navy-wide application. Produced process illustrations using Visio and Canvas.
- Interviewed subject matter experts and review file layouts, code, and flow charts to produce technical documentation. Also, wrote user manuals, online help, and quick reference guides
- Designed and produce presentations and marketing collateral.

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**FEDERAL RESERVE INFORMATION TECHNOLOGY, USER EXPERIENCE LEAD,
RICHMOND, VA 4/2002–6/2003**

- Advised multiple groups about usability strategies as well as specific techniques.
- Evaluated and designed intranet application's information architecture, interaction design, and user interface on WebSphere Portal Server platform. Created an innovative collaborative work model, allowing greater participation in and transparency to the FRS national standards program.
- Incorporated user experience approaches into SCRUM/agile processing application development.
- Designed print brochures, diagrams, and flyers. Designed, formatted, and edited a four-color magazine directed to application developers and technical managers.

**ICONMEDIALAB, SENIOR HUMAN COMPUTER INTERACTION CONSULTANT,
HAMBURG, GERMANY 10/1999–12/2001**

- Managed activities of design, branding, and HCI on a five-month, \$10 million project. Led activities including user interviews, profiles, and testing. Defined and usability-tested information architecture. Wrote use cases. Planned and implemented functional testing. (www.medical.siemens.com)
- Defined and performed usability testing in both German and English. Coordinated testing with multiple countries. Helped define overall process for the company, combining the Rational Unified Process with user-centered approaches.
- Presented lectures and workshops on information architecture and interaction design. Wrote white papers and usability-oriented marketing collateral. Provided key and leading contributions to pitches and proposals.
- Stepped into middle of a project, replacing a three-person user experience team by myself. Worked directly with the client to produce information architecture, interaction design, and usability testing. (www.sos-childrensvillages.org)
- Wrote use cases and user interface specifications for a workflow intranet. Planned and implemented functional testing. Conducted user research, including contextual analysis, observation, and heuristic analysis.
- Defined information architecture and design for a portal combining consumer goods in an information platform.

**TIVOLI SYSTEMS, INFORMATION DEVELOPMENT MANAGER, DURHAM, NC
7/1998–9/1999**

- Established clear direction on information design and requirements gathering techniques.
- Managed staff of up to 15 writers and editors, including \$1.5 million budget.
- Produced documentation as a team member, including SGML compliance, formatting, and design.
- Coordinated documentation quality of eight network management products in four different teams.

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Professional Development

Professional Memberships

- Interaction Design Association (Secretary, Board of Directors)
- Association for Computing Machinery (SIGCHI member)
- Information Architecture Institute (Charter Member)

Professional Conferences

- Information Architecture Summits, 2000, 2001, 2002, 2006, 2007, 2008, 2009, 2010, 2011; Including workshops: "Controlled Vocabularies & Thesauri," "Mental Models"
- Interaction Design Association, 2008, 2009, 2010, 2011
- Computer Supported Collaborative Work, 2002

Professional Courses

- Enterprise Information Architecture, Louis Rosenfeld (Washington, DC) September 2005
- Introduction to HCI, Rensselaer Polytechnic Institute (Troy, New York video course) 1999
- HCI Fundamentals; Page Design, International Academy of Merchandising & Design (Chicago, Illinois) 1996-1997

Education

Virginia Commonwealth University (Richmond, Virginia)

- Virginia Commonwealth University (Richmond, VA): Bachelor of Arts (cum laude)
- English Literature; minor concentration in German Language/Literature

Master of Arts Coursework (teaching assistantship)

- Virginia Commonwealth University (Richmond, VA): English Literature & Writing

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Publications & Presentations

"Detailed Design:
Preserving the UX
Vision" (workshop)
UX Australia 2011
8/11

"Nailing It Down:
Detailed Design"
STC Summit
5/11

"Nailing It Down:
Detailed
Design" (workshop)
IA Summit
3/11

"Nailing It Down:
Detailed Design"
UX Australia
8/10

"Mission Possible:
from user research to
working prototype in
2 days"
Agile '09
9/09

"A Real Nowhere
Man: Managing
Remote Teams
Remotely"
STC Intercom
magazine
4/0-9

"A Real Nowhere
Man: Managing
Remote Users
Remotely"
IA Summit
3/09

"Physician, Know Thy
User: Using Personas
to Target Content and
Usability"
DocTrain Life Sciences
6/08

"Changing the Rules
of the Game: A
Kobayashi Maru
Approach to
Developing User-
Centered Training
Content"
DocTrain West
5/08

"UX in the Wind:
Finding Experience on
a Motorcycle"
IA Summit 2008
4/08

"Motorcycle UX:
Riding in the Fast
Lane"
UX Matters.com
1/08

"Helpful Voice-
recognition Help"
Watershed
11/07

"Information
Architecture for
Technical Writers"
European Information
Design Conference
04/07

"Selling User
Experience"
EIDC
11/05

"Using Personas to
Help Development: An
Introduction"
Watershed
10/04

"Setting the Scenario"
Watershed
10/04