

Joe Sokohl

OFFICE

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Experience

PRINCIPAL UX DESIGNER, EXPEL, LLC, HERNDON, VA (REMOTE)

Managed detection & response cybersecurity company

2/2023–6/2023 (LAYOFF)

- Single-handedly researched, designed, and implemented information & data visualization for dashboards and reports.
- Closely collaborated with product managers, data scientists, and technical leads to incorporate user-centered data visualization for dashboards and reports.
- Worked across multiple feature teams to provide UX expertise, based on my understanding and insight of users, technical capabilities, and accessibility concerns.
- Collaborated on the creation of the first design system the company had begun, focusing on setting starts for data visualization. Nominated by a technical lead to be the primary UX designer for the design system.

DIRECTOR OF UX DESIGN, COFORMA, LLC

Design-led values-centered full-stack consultancy focused on .gov and .org engagements

10/2020–2/2023

- Managed multiple remote UX designers focused on user research, IxD, & IA. Collaborated with product and dev teams to ensure user-centered practices helped meet users' needs and organizations' goals.
- Helped hire, manage, and retain 6-8 staff members using a matrixed, 360°-oriented process.
- Defined overarching approaches to IA, UX writing, and content strategy.
- Led UX teams within specific projects as a hands-on practitioner; primarily using a Lean UX approach through mostly two-week continual improvement sprints.
- Provided UX leadership to the entire firm through talks, position papers, and blog posts while also contributing to the greater UX community globally.
- **For a major government agency**, designed and led more than 75 1-on-1 user research sessions for both generative and evaluative research. Provided key IxD input.
- **For another major government agency**, provided cross-team efforts from a UX perspective within several feature teams. Focused on IxD and IA.

SENIOR UX DESIGNER, CAPGEMINI/LIQUIDHUB, RICHMOND, VA/REMOTE

Global leader in consulting, technology services and digital transformation

4/2017–9/2020

- Led UX teams within multiple projects, covering IA, IxD, user research, and other UX roles.
- Facilitated design workshops with clients for ideas, understandings, and directions.
- Led UX writing initiatives and content strategy for application design.
- Generated IxD concepts and realized them in different levels of wireframes and other design documentation. Designed IA & taxonomies for websites, applications, and intranets.
- **For Vanguard's financial advisor SaaS platform**, designed a comprehensive onboarding experience. Interviewed financial advisors remotely as well as used multiple online tools to compile and analyze user research. Created and tested IA and navigation designs.
- **For a global multisector manufacturing company's international cross-sector platform**, conducted multiple international strategic business group workshops with key stakeholders. Helped design personas, journeys, and tasks. Created wireframes that indicated the interactions users needed to perform. Designed overall user research approach and led key interviews, requirements reviews, and overall UX design.

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PRINCIPAL, REGULAR JOE CONSULTING, LLC, RICHMOND, VA

Strategic UX consulting across multiple modalities

4/2009–4/2017

- Provided strategic UX consulting to help governmental, non-governmental, and private organizations understand how experience design affects their success.
- Conducted user research, provide interaction design, crafted content strategies, and created IA for Web sites, Web applications, and software.
- Identified needs for user assistance (UA) within applications, from instructional manuals to online help to micro-text within applications.
- Led flexible UX approaches, from Lean UX to Agile UX, based on client context and needs.
- Solved transactional, work-related solutions that refine the everyday experiences of people.
- **For a major property & casualty insurance provider**, conducted 1:1 research with underwriters and homeowners focusing on homeowners' insurance to create the company's first digital approach to online policy creation and management.
- **For an international travel insurance provider**, led the entire project from initiation to delivery for customer-facing product sign-up, claims, and information seeking. Conducted in-person prototype-based usability testing. Coordinated with CMO and Dev staff.

USER EXPERIENCE LEAD, PRACTICEWORKS, LLC (NOW CARESTREAM HEALTH), MARIETTA, GA & REMOTE

Dental practice management and imagery software

8/2008–4/2009 (LAYOFF)

- Developed and communicated tools and processes 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 to create personas and mental models.
- Designed and specified the interaction behaviors for practice management software.
- Led an internal UX team while also managing 4 external consultants.

DIRECTOR OF USER EXPERIENCE, KEANE, INC. (NOW NTTDATA), RICHMOND, VA & REMOTE

Global digital transformation consultancy

2/2005–8/2008

- Managed 10 North American, 2 European, and 25 Indian IAs, visual designers, technical writers, & Web developers. Mentored competency skills along with general business consulting practices. Integrated other-shore UX teams with US-based projects and led pursuits of projects internationally.
- Corporate advocate for user experience consulting: Information architecture, user research, interaction design, and usability evaluation along with visual design and front-end coding. Evangelized best practices in UX among both internal and external clients.
- Led the core, strategic UX team, focusing on high-visibility projects with the top 25 accounts.
- Oversaw partnerships with multiple user experience firms. Wrote articles, spoke at conferences, and presented UX strategy & approaches to clients.
- Created personas, scenarios, & wireframes **for Best Western's booking experience.**
- **For a major life insurance and annuities firm:** Led the user-experience activities on a strategic assessment project. Defined high-level personas, scenarios, & UX strategies.
- **For a Fortune 100 manufacturing company:** Created an online tutorial that used cascading style sheets and Adobe Captivate. Created & conducted standup training as a presentation.

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Education

Virginia Commonwealth University (Richmond, Virginia)

BACHELOR OF ARTS (CUM LAUDE)

English Literature; minor concentration in German Language/Literature. Additional linguistic focus in Latin, Greek, Italian, French, and Russian

MASTERS OF ARTS (INCOMPLETE)

English Language & Literature

Sample of Memberships, Publications & Presentations

Memberships

- Interaction Design Association (former member, Board of Directors)
- Information Architecture Institute charter member
- Richmond User Experience (co-founder and former president, Board of Directors)

Selected Publications

- Don't Forget About Information Architecture. Chapter in *97 Things Every UX Practitioner Should Know* (O'Reilly) 2021
- Why IA Matters (poster). 2021
- Everything You Know Is Wrong: Design Epistemology and you (poster). 2019
- From Stereoscopes to Holograms. 2017
- Destroying the Box: Experience Architecture Inspiration—Frank Lloyd Wright. 2015
- UX Leadership (poster). 2009
- A Real Nowhere Man: Managing Remote Teams Remotely. 2009

Selected Presentations

- The More Things Change: An Exhortation for Enterprise IA, 2023
- [The Territory of the Map: Cartography and the Problem Of Information](#). 2016
- What Rock 'n' Roll Taught Me About UX. 2014
- [The \(Digital\) Place You Love Is Gone: Loss in Hyperspace](#). 2015
- Don't Kill Your Wireframes: Enliven Them Through Prototyping. 2014
- Detailed Design: Preserving the UX Vision (workshop). 2011
- Destroying the Box: Interaction Design Inspiration from Frank Lloyd Wright. 2011
- Make It or Break It: Evolutionary Vs. Throwaway Prototyping. 2010
- How Can You Be in Two Places at Once: Designing Across Space and Time. 2009
- A Real Nowhere Man: Managing Remote Users Remotely. 2009