

Josh Schoenwald

4422 Stansbury Ave, Sherman Oaks, CA 91423 • 562.338.8463
<http://alsowik.net> • jschoenwald@mac.com

Objective

To work with brilliant minds in an environment that values, fosters, and produces products and experiences that are second-to-none.

Experience

Dec. 2013-
Present

Sr. UX Designer **Spark Networks.; Los Angeles, CA**

- Lead UX design for all mobile initiatives at Spark
- Create requirements, use cases, wireframes, and prototypes for iOS & Android apps for JDate and Christian Mingle
- Re-design mobile websites for JDate and Christian Mingle brands
- Work with graphic designers to perfect the look and feel of our mobile products.

Apr. 2013-
Oct. 2013

Product Manager, Marketing Platform **SteelHouse Inc.; Los Angeles, CA**

- Led the design and development of SteelHouse's self-service web marketing products, including retargeting, on-site offers, branding, and our innovative Slingshot initiative.
- Worked with designers, engineering, and execs to execute usability and tactical improvements to our platform.
- Gathered feedback from stakeholders to create feature roadmaps and design requirements.
- Planned and designed the framework for a tracking and fulfillment system to streamline our client management.

May 2010-
Apr. 2013

UX Design Lead **mPortal, Inc.; Los Angeles, CA**

- Design & Info. architecture for Comcast's XFINITY mobile apps (iOS, Android, BlackBerry) as well as Bright House Network's Easy Gadget iOS & Android mobile and tablet apps
- Manage client relationships and provide UX expertise to client & developers.
- Direct the graphic design & visual asset production process.
- Responsible for user experience for our ongoing pipeline of multiple simultaneous new & updated apps.

Mar. 2009-
May 2010

Freelance UX / Human Factors Design **Los Angeles, CA**

Quantum Mobility Solutions

- Responsible for detailed interaction wireframes for AT&T's U-Verse mobile applications

Sidebar, Inc

- UI Design & architecture for a mobile content delivery application.

Resilient Cognitive Solutions

- Conducted knowledge elicitation sessions to identify cognitive difficulties within systems.
- Created information visualizations to represent complex cognitive interrelationships.

Aug. 2007-
Feb. 2009

Sr. Design Consultant **Quantum Mobility Solutions; Los Angeles, CA**

- Principal interface / interaction design on various products for mobile handsets and services.
- Led interaction design on the Mobile Storefront for Palm's webOS-enabled devices.
- Managed client contracts including scope of work and project tracking.

- Jan. 2006-
Jul. 2007 **UI Design Manager**
Amp'd Mobile, Inc.; Los Angeles, CA
- Promoted to Sr. Designer and Manager of in-house UI Design Team responsible for mobile software and handsets.
 - Conducted usability research and requirements gathering; created wireframes, architectures, and visual designs.
- Sep. 2002-
Dec. 2005 **Research Assistant**
The Ohio State University; Columbus, OH
- Examined the role of scenario design and use from a cognitive engineering perspective.
 - Developed a methodology for creating early design requirements using scenarios and cognitive task analyses.
 - Created decision support systems for Aviation Safety Inspectors using knowledge elicitation and contextual inquiries.

Additional Experience

- Dec. 2001-
Jun. 2002 **Design Consultant; California State University Channel Islands**
- Designed inaugural print versions of General Catalog & Class Schedule
- Sep. 2000-
May 2001 **User Interface Designer; LiveWorld, Inc.**
- Wireframes, screen mocks, design analyses for a large-scale social network web service.

Education

- 2002-2005 **M.S. in Human Factors Engineering; The Ohio State University; Columbus, OH**
Studied cognitive engineering, scenario design / development, cognitive task analysis, visual design, typography.
- 1996-2000 **B.S. in Cognitive Science, specializing in computation; University of California San Diego; La Jolla, CA**
Studied user-centered interface design, human-computer interaction, usability testing, perception, artificial intelligence.

Additional Skills & Qualifications

- Software:** Adobe InDesign, Photoshop, Illustrator, Acrobat; Quartz Composer/Origami; MS Office; OmniGraffle, OmniOutliner; Basecamp, JIRA; Familiarity with HTML/CSS, Javascript / Actionscript, C.
- Publication:** "Scenarios as a Tool for Collaborative Envisioning" (Proceedings of the 49th Annual Meeting of the Human Factors & Ergonomics Society; Orlando FL; Sep. 2005).
- Personal:** Excellent ability to distill technical concepts to general audiences. Diverse leadership experience. Superior teamwork, communication, and writing skills. Quick learner, extremely organized, keen design sense, close attention to detail.
- Mobile:** **JDate, Christian Mingle** (iOS, Android) **Bright House Easy Gadget** (iOS, Android), **Xfinity Connect v1.0-3.5** (iOS, Android, BlackBerry), **UVA Reunions** (iOS), **AT&T U-Verse** (iOS), **Plaxo Mobile** (iOS), **Palm Pre** (webOS)
- Websites:** **Blog / portfolio:** <http://alsowik.net>
Zen Backgrounds: <http://zenbackgrounds.com>
The Great Steakout: <http://thegreatsteakout.com>
Master's Thesis research: <http://csel.eng.ohio-state.edu/productions/xcta/>