

Mitchell Joe, Ph.D.

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WORK EXPERIENCE

Interaction Designer - Hotwire (Jan 2011 – present) Conduct user research and usability testing. Define interactions and behavior of new functionality focused on optimizing the site in terms of conversion and monetization. Work directly with product managers, developers, visual designers, copy writers, and analysts. Create prototypes, test with users, and iterate until it's right.

Interaction Designer (Contract) - LUNAR Design (June 2010 – Sept 2010) Create wireframes, flowcharts, and a UI specifications document for a client that makes medical equipment. Evaluate current design of product.

Founder - The World's Oyster, LLC (www.TheWorldsOyster.com) (Feb 2009 – present) Designed the entire website starting with the concept and finishing with the live product. Responsibilities: Create product specifications, manage developers, interview users, design user experience, conduct usability studies, design interactions, write copy, define site map, and create graphics.

Interaction Designer - Yodlee, Inc. (Feb 2007 – Feb 2009) Designed wireframes, page mockups, and workflows for new functionality. Co-authored a style guide to ensure quality and consistency. Evaluated the usability, functionality, and efficiency of new and existing Yodlee products as well as the redesigned corporate website. Conducted usability testing to identify users' mental models and adjusted the designs to accommodate my findings.

User Experience Consultant - uGenie, Inc. (Mar 2007) Delivered a written critique of the user experience of their website, which included comments on usability, functionality, task flows, copy writing, and branding, and business strategy. Worked on-site with the VP of Product.

Philosophy Teaching Assistant – Australian National University (Feb 2003 - July 2003) Prepared tutorial sessions for undergraduate students and graded their essays for the course "Fundamental Ideas in Philosophy: A Historical Introduction".

Travel Writer – Ecuador Explorer (July 1998 - Aug 1998) Wrote travel articles about various places in Ecuador for an online travel guide.

EDUCATION

- Ph.D. - Philosophy: Australian National University, 2007
- M.Sc. with Distinction - Philosophy: University of Edinburgh, Scotland, 2000
- B.A. - Philosophy: University of California at San Diego, 1998
Minors: Economics and Religious Studies

SKILLS

- Visio, Omnigraffle, Axure
- Photoshop, Illustrator
- HTML and CSS

HONORS

- Won Australia's first national poetry slam, The Deep End National Poetry Slam, on ABC Radio National in December 2004
- Awarded an ANU Ph.D. Scholarship