

Joe Sokohl

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Experience

SENIOR UX DESIGNER, RICHMOND, VA 4/2017-PRESENT

- Conduct design thinking studios with clients to elicit ideas, understandings, and directions for specific initiatives.
- Generate concepts for interaction and realize them in wireframes and other specific documentation.
- Provide design reviews of competitive sites and analyze results for key insights to clients.

PRINCIPAL, REGULAR JOE CONSULTING, LLC, RICHMOND, VA 4/2009-3/2017

- 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.
- Provide flexible UX approaches, from Lean UX to Agile UX to waterfall to a mixture thereof, depending on the context, the client, and the need.
- Engage with clients to help solve transactional, work-related solutions that refine the everyday experiences of people.

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.
- Led a team of two while also managing multiple outside consultants.

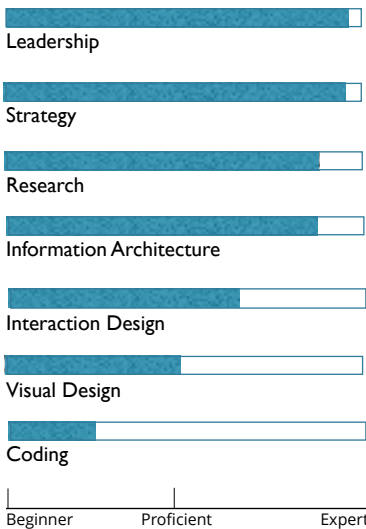
DIRECTOR OF USER EXPERIENCE, KEANE, INC., RICHMOND, VA 7/2007- 8/2008

- 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 coding. Evangelized best practices in UX among both internal and external clients.
- 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 & approaches to clients.
- Managed 10 North American and 25 Indian IAs, visual designers, technical writers, & Web developers. Mentored 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.

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

- Created personas, scenarios, & wireframes for Best Western's booking experience.
- Led the user-experience activities on a strategic assessment project for a major life insurance and annuities firm. Defined high-level personas, scenarios, & UX strategies.

SKILLS SUMMARY



Beginner Proficient Expert

- Created an online tutorial that used cascading style sheets and Adobe Captivate for a Fortune 100 company. Created & conducted standup training as a presentation.

**DOCUMENTATION TEAM LEAD, DIGITALNET/BAE SYSTEMS, 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 using CSS and Adobe Captivate for SLDCADA, a U.S. Navy-wide timekeeping application. Produced process illustrations using Visio and Canvas.

UX LEAD, FEDERAL RESERVE INFORMATION TECH, RICHMOND, VA 4/2002-6/2003

- Incorporated UX approach into SCRUM/Agile application development.
- 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.
- Designed print brochures, diagrams, and flyers. Designed, formatted, and edited a four-color magazine directed to application developers and technical managers.

SENIOR HCI CONSULTANT, ICONMEDIALAB, HAMBURG, GERMANY 10/1999-12/2001

- Managed activities of design, branding, and HCI on a five-month, \$10 million project. Led four-person team creating 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 UX team by myself. Worked directly with the client to produce IA, interaction design specs, 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.

Education

Virginia Commonwealth University (Richmond, Virginia)

Bachelor of Arts (cum laude)

- English Literature; minor concentration in German Language/Literature

Masters of Arts (coursework only)

- English Language & Literature