

# Steven J. MocarSKI

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## Summary

Creative, multi-faceted user experience professional with over 15 years-experience designing responsive Web applications, intranets, and e-commerce Web sites for Fortune 1000 companies and high-growth, internet start-ups.

User-Centered Design • Interaction Design • Prototyping • Persona Development  
Usability Testing • Heuristic Evaluation • Competitive Assessment  
Instructional Design • Agile/Lean UX

## MARRIOTT INTERNATIONAL (Bethesda, MD)

2010 – Present

*Senior Manager – Digital User Experience Design*

Provide Information Architecture (IA) oversight across all Marriott digital channels and products to achieve a cohesive user experience.

- Created user flows and screen designs to enable Marriott Bonvoy members to sign into their accounts using their mobile phone number, accounting for all sign-in scenarios, error states, and edge cases.
- Evaluated current best practices for implementing two-factor authentication to enhance online account security and provided recommendations to Marriott's Loyalty product team.

*Senior Manager - eCommerce*

Assigned to the Hotel Websites (HWS) team, designed features and functionality to improve the user experience (UX) of individual hotel websites on Marriott.com.

- Redesigned the legacy HWS product to enable its deployment on a new, omnichannel software platform.
- Created an "elevated" HWS concept to better showcase the premium content of Starwood and Marriott full-service hotels.
- Collaborated with the UX Standards team to develop more robust methods to visually express Marriott's 30 brands on HWS.
- Designed and prototyped a new, responsive navigation scheme allowing guests to more quickly find content on the HWS site.
- Created desktop and mobile prototypes demonstrating several quick, "low-hanging fruit" approaches to improve the user experience of hotel websites.
- Conceived and designed an innovative browser extension called "Roomerang" to help achieve Marriott's Book Direct strategy by redirecting Online Travel Agency (OTA) users to Marriott.com.

## LADDERS (New York, NY)

2008 – 2010

*Information Architect*

Hired as lead IA for RecruitLadder, a Web application Ladders provided to corporate recruiters and agency recruitment firms to enable them to search candidates, post jobs, and manage job applicants.

- Designed the information architecture for a state-of-the-art search feature that significantly improved the recruiter's ability to find qualified candidates.
- Designed a much-improved candidate management feature, enabling recruiters to more efficiently save, organize, and manage candidates.

## GRIDPOINT (Arlington, VA)

2007 – 2008

*Training & Documentation Manager*

Led all product training and documentation activities at the company, a provider of Smart Grid software and hardware products.

- Designed and authored instructor-led and self-study modules. Successfully trained GridPoint staff and external customers in the proper use of GridPoint's utility and energy management software.
- Led online and classroom training sessions for a range of audiences including customer service, network operations, sales staff, and external clients.
- Designed and authored installation guides and user manuals for GridPoint's hardware products.

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**FREELANCE INFORMATION ARCHITECT** (New York, NY & Boston, MA)

2002 – 2007

Created UX and IA deliverables for client companies, focusing primarily on audience analysis, business/functional requirements, and User Interface (UI) design.

- At **Razorfish**, developed the UI for an enterprise-wide intranet to improve collaboration among marketing staff across the major car divisions of the Ford Motor Company.
- For **Standard & Poor's**, designed the UI for a portal application that improved the workflow of S&P credit analysts.
- At **Fidelity Investments**, led the effort to redesign Streetscape(SM), Fidelity's Web-based, institutional brokerage platform. Improved the app's TowerGroup ranking, a measure of its standing among competing broker/dealer applications.
- For **BusinessEdge Solutions (now part of EMC Consulting)**, developed the UI and visual design for a training management portal for Pfizer Inc, enabling the company to more efficiently train pharmaceutical sales staff.

**Other relevant experience**

**KADRO SOLUTIONS** (Raleigh, NC)

Provider of enterprise-class software and software-as-a-service applications.

- Led all information architecture activities at the company.
- Created the UI to Kadro Merchant, a back-end, Web application for managing e-commerce sites.

**iXL** (Richmond, VA)

Former Internet design and consulting company.

- Developed navigation schemes, wireframes, usability test scenarios, and HTML prototypes for dot-com and Fortune 1000 clients including GE's Center for Financial Learning, Red Hat, and Harrods.

**Education**

University of Pennsylvania (Philadelphia, PA): M.S.E., Materials Science and Engineering

Amherst College (Amherst, MA): B.A., cum laude, Physics

**Software/Languages**

Sketch

Adobe Photoshop

Adobe InDesign

HTML

JavaScript/jQuery

Cascading Style Sheets

MS Office Suite