

JOHN OGATA

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310.569.9449

SKILLS:

- DESIGN: IA, UI, UX.
- RESEARCH: A/B and multivariate testing, analytics, benchmark study, contextual inquiry, usability.
- MANAGEMENT: UX team building, management and mentorship of designers.
- TOOLS OF THE TRADE: Adobe Suite, Axure, Figma, InVision, Pendo, Sketch, Zeplin.

EXPERIENCE:

JOHN OGATA DESIGN: PRINCIPAL UX DESIGN AND RESEARCH OCTOBER 2003 - PRESENT

UX/UI designer, researcher, author and speaker.

- DAQRI 4D STUDIO: Discovery research and UX/UI design of Augmented Reality SaaS application.
- UX MATTERS PUBLISHED ARTICLE: Measuring Usability in a Lean Assembly Environment.
- ART CENTER COLLEGE OF DESIGN: guest lecturer IXD 03.
- DIRECTV UI: for interactive television (ITV) set-top boxes.
- DISNEY BD LIVE UI: for Blu-ray HD application.

PROCORE TECHNOLOGIES: PRINCIPAL UX DESIGN AND RESEARCH JUNE 2017 - JUNE 2020

Evangelizer of User Centered Design (UCD) methodology that enabled our squad to create solutions that solved customer needs, minimized development cost and met our success metrics. Introduced the importance of defining the problem space through discovery research and the triangulation of qualitative and analytics data. Conducted iterative design sessions with customer usability studies and connected UX success metrics with company OKRs. Developed strategies to test UX hypotheses via A/B and multivariate testing. Defined success metrics by conducting a benchmark study that measured the usability of a current design vs. its redesign. Formulated plans to mitigate organizational siloing by aligning squads and tribes by customer workflows.

- PERMISSIONS TOOL: conducted discovery research which defined user roles, user behaviors, design requirements, competitive landscape, end-to-end task flows and success criteria. Established our design direction by developing IA standards and iteratively progressing from mid-fidelity to high-fidelity prototypes utilizing Rapid Iterative Testing and Evaluation (RITE). Closely collaborated with product management, engineering and QA in an agile development process. Conducted post development research to analyze critical task flows via funnel analysis and attitudinal surveys.
- PRE-QUALIFICATION TOOL: defined the problem space via discovery research. Established a design direction by developing IA, task flows and a mid-fidelity prototype. Collaborated with product management and engineering in an agile development process.

DAQRI: PRINCIPAL UX DESIGN AND RESEARCH FEBRUARY 2014 - MARCH 2017

Interdepartmental evangelizer of UCD practices that emphasized the understanding of user roles, needs, and goals in order to create products that solved customer problems and generated corporate revenue.

- AUTODESK BIM 360 AUGMENTED REALITY AND DESKTOP APPLICATIONS: conducted discovery research, defined success metrics, and iteratively designed a validation and inspection application.
- SIEMENS XHQ AR APPLICATION: conducted discovery research, defined success metrics, and iteratively designed a data visualization POC.
- MEASURING USABILITY: AUGMENTED REALITY VS. PAPER-BASED WORK INSTRUCTIONS: designed an AR lean assembly application. Coauthor of a white paper which quantified the increase in usability of AR work instructions vs. paper-based instructions in the lean assembly of an automotive alternator.

SMITH MICRO SOFTWARE: UX DIRECTOR NOVEMBER 2010 - SEPTEMBER 2013

UX management of design solutions that balanced monetary goals with user needs. Evangelizer of UCD practices that emphasized qualitative and quantitative research used to benchmark and improve user experience as well as determine the economic viability of products before production. Collaborated with product managers to define product requirements and success metrics. Partnered with engineering to develop UI solutions in an agile environment. Refined UI by working with QA to remedy bugs and inconsistencies.

- CASIO UI: for an Android based Push To Talk mobile application.
- VERIZON UX/UI SOLUTIONS: for mobile hotspot manager and enterprise web application.
- QUICKLINK HOTSPOT: UX/UI for Android, Win 7 and Mac hotspot manager.
- SPRINT UI POCs: for mobile Visual Voicemail and Win 8 based data manager.
- INTEL UX/UI: for Windows desktop firmware and trace apps.
- T-MOBILE UX/UI: for iOS data top up app.

IGN ENTERTAINMENT, Fox Interactive Media: DESIGN MANAGER JULY 2009 - NOVEMBER 2010

Managed UX team that provided UCD solutions for e-commerce, gaming websites, desktop apps and mobile iPhone games, which balanced sales goals and user expectations. Partnered with analytics and engineering to run A/B tests to determine the most profitable UX solution.

- DIRECT2DRIVE REDESIGN: managed the site redesign process, which triangulated data from discovery research (stakeholder analysis, assumption persona development, competitive analysis and task flow usability) with analytics to lead site IA, UX and UI.
- SITE PROMOTIONS: for Atari, EA, Ubisoft, StarTrek Online, Dragon Age Origins and Mass Effect 2.
- FILEPLANET.COM REDESIGN: UX/UI.
- SEGA & FACEBOOK UI: for mobile iPhone prototype of Super Monkey Ball Adventure.

EVENT 360: DESIGN DIRECTOR MAY 2005 - DECEMBER 2007

Creative Department manager. Worked with designers and copywriters to create branding campaigns:

- LIVESTRONG CHALLENGE: raised \$10 million to empower people affected by cancer
- BREAST CANCER 3-DAY: raised nearly \$87 million to fight breast cancer.

DANK-MEÜLLER: PARTNER, DESIGN DIRECTOR JANUARY 2001 - OCTOBER 2003

Design director of social networking/local search websites for music, kids and health and fitness sites.

GUIDANCE SOLUTIONS: CREATIVE DIRECTOR JUNE 1999 - DECEMBER 2000

UX and UI design leader, design team manager, mentor and director.

US INTERACTIVE: ART DIRECTOR FEBRUARY 1999 - JUNE 1999

Art director of WELLCOME, a bilingual, e-commerce grocery website for Hong Kong consumers.

PITTARD SULLIVAN: ART DIRECTOR MAY 1998 - FEBRUARY 1999

Art director of FOX KIDS, SONY GAMES NETWORK ITV, TVGUIDE.COM and TV GUIDE ITV.

EDUCATION:

- ART CENTER COLLEGE OF DESIGN, BFA Graphics/Packaging Design.
- CALIFORNIA STATE UNIVERSITY AT LONG BEACH, BS Business Administration, Marketing.