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Usability/Human Factors and User Interface Design Consultant

Client List and Portfolio available at Mandel's website: www.theomandel.com

Key Skills

- Twenty years experience in software design/development, specializing in user interface design, prototyping, design, UI guidelines and usability testing of Web applications and Websites.
- Usability heuristic reviews of prototypes and products, providing quick and inexpensive feedback on key application and Website interface design, interaction, navigation and content.
- Prototyping and design of application and website user interface, interaction and navigation.
- Usability testing of hardware, software user interfaces, and product documentation.
- Author of two well-known books, "The Elements of User Interface Design" (John Wiley & Sons, 1997) and "The GUI-OOUI War: The Designer's Guide to Human-Computer Interfaces" (John Wiley & Sons, 1994). Author of magazine and journal articles on interface design and usability.
- Conference and symposium keynote educator and speaker.
- Education and training on software user interface design and usability.

Work History

1994 - present **Interface Design & Development, LLC – Founder & Principal Consultant**
Scottsdale, AZ | Boulder, CO

Founder and principal of consulting firm specializing in PC and Web software review, design, testing and development. Integrates iterative usability activities into corporate development processes.

1999 – 2001 **ReCare, Inc., Austin, TX – Co-Founder/Chief Usability Officer (CUO)**

Co-founded ReCare, Inc., a medical software company, and served as the company's Chief Usability Officer (CUO) from 1999 - 2001. ReCare's innovative system created a paperless electronic medical record for the patient, while providing the physician with specialty-specific information, with the ability to cross reference pharmaceutical information and the documentation of patient specific orders. The system was designed for touch screen PC tablet devices. The ReCare solution was to conform to HIPAA (Health Insurance Portability and Accountability Act).

1982 - 1993 **Senior Instructor/Developer, User Interface Architect and Consultant**
IBM Corporation

Member of IBM's Advanced Common User Access (CUA) Architecture department. Conducted research, design, prototyping, testing, and publication of IBM's (CUA) software user interface architecture. Created prototypes, user interface guidelines and interface widgets/controls for Windows, OS/2, and OSF/Motif (Unix), software development tools, and key strategic products developed by IBM, vendors, and customers.

Responsible for development, marketing, and delivery of user interface design, CUA, usability, and multimedia education and consulting for IBM, external customer and vendors. Worked with IBM-worldwide, key vendors and customers. Liaison and consultant to IBM strategic software business partners, including Lotus and Microsoft on software design, product reviews. Created and presented demonstrations and education on IBM's future direction in user interface architecture and design.

IBM Performance: Received three "1" yearly evaluations (highest possible: "far exceeds in all areas") during 11-year IBM career. All other career evaluations were "2" ("consistently exceeds in all areas")

Client List

1994 - present Principal, Interface Design and Development, LLC
(Current client list available on Website: www.theomandel.com)

ACT! (Sage Software), Scottsdale, Arizona

Conducted heuristic usability evaluations and performed several iterations of formal usability lab evaluations with users of ACT!, the #1 selling contact and customer manager software.

Blair.com, Warren, Pennsylvania

Worked closely with the Vice President of E-Commerce and the IT Director to improve the interface design, navigation, and usability of the **Blair.com** and **Crossing Pointe** Websites. Conducted heuristic reviews and developed design prototypes. One of the nation's first and largest direct marketers, Blair Corporation is ranked the 8th largest consumer apparel cataloger in the United States with annual sales of more than \$560 million. Blair's thriving business is built on over 93 years of offering unique products with a strong value proposition and serves millions of active customers throughout the U.S..

Bristol-Myers Squibb, Hopewell, New Jersey

Developed information architecture and user interface design for BMS identity management system and request submission application. Created HTML prototypes for user feedback and usability evaluations.

C-COR Corporation, State College, Pennsylvania

Designed network management software for NOC (Network Operations Center) operators of cable companies. Also designed mobile software solutions for cable technicians in the field. Created a corporate interface style guide across divisions and products for C-COR. C-COR develops broadband management systems (BMS) for voice, video, and high-speed data.

CSC Continuum Corporation, Austin, Texas

Reviewed software products and developed User Interface Style Guide for insurance industry software development company. Determined user interface design guidelines for PC-based and World Wide Web-based software. Designed sample Web Java application user interfaces.

Detroit Edison, DTE Energy, Detroit, Michigan

Usability consultant for one of the largest energy companies in America. Worked with CEO, CIO and Information Technology to design, prototype and create internal applications for call center representatives and employees of this deregulated electric and gas corporation.

Dex Media (Division of R. H. Donnelley), Denver, Colorado

Designed, prototyped and conducted usability evaluations of software applications for sales and marketing representatives of hardcopy and online yellow pages advertising. Users with minimal computer skills use tablet and laptop PCs in the field and home office to sell advertising. Dex is a division of R.H. Donnelley, the nation's third largest Yellow Pages publisher with significant online and local search capabilities.

ePropose, San Francisco, California

Designed PC- and web-based interfaces for ePropose's developer toolkit to build e-Commerce Websites. ePropose provides an advanced solution for building and operating B2B eMarkets that work the way eBusiness should work. Collaborated with cofounder, John Tibbetts, on many client projects, including IBM, DTE Energy and USAA Insurance.

First American Corporation, St. Petersburg, Florida

Conducted user/task analysis, design, prototype, and usability tests for Human Resources intranet Website.

IBM Global Services, Network Computing Development, Austin, Texas

Improve the usability and interface design of IBM AssetWorks products. Reviewed and designed PowerBuilder-based and Web-based software AssetWorks products, documentation and Web presence. Developed interface guidelines for PC and Web-based software products.

Johnson & Johnson Information Technology, New York, New York

Designed and prototyped web-based interface for enterprise-wide remote access authentication tool. Johnson & Johnson is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services, for the consumer, pharmaceutical, and medical devices and diagnostics markets.

Lloyds TSB Bank, Geneva Switzerland

Designed and prototyped Web sites for Lloyds TSB International Private Banking division. Created sites where international customers can view portfolios, make transactions, and communicate with account representatives.

Motive, Inc., Austin, Texas

Helped Motive assess their usability process and initiate a usability directive within the company. Motive powers online customer care by offering software solutions that automatically connect online users to a company's answers and experts when they have problems. Motive's software solutions are used by leading companies in many industries including all.com, Compaq, Dell, EDS, Gateway, Hewlett-Packard Company, Intuit, Kmart, Merrill Lynch, Netscape, pcsupport.com, Peregrine, SAIC and Target Corp.

National Council of Teachers of Mathematics, Reston, Virginia

Designed and prototyped a companion Web site (tightly-coupled with hardcopy book) for non-profit organization's Principles and Standards training materials.

OKbridge, San Diego, California

OKbridge has more than 18,000 members from over 90 countries - the world's largest online bridge club. Reviewed and redesigned site's registration process. Conducted heuristic evaluations of OKbridge website and online game. Then worked closely with the founder and development staff to design and prototype next generation online program. Focusing on needs and requirements of expert-level and novice bridge players through user evaluations, successfully designed Java-based application for maximum enjoyment and usability.

Sun Microsystems, Broomfield, Colorado

Conducted usability tests of current and prototype Internet and intranet Websites for Sun Microsystems. Used streaming video technology to broadcast usability sessions live to any Sun location in the world.

Target Corporation, Minneapolis, Minnesota

Developed Intranet User Interface Guidelines for Target Corporation, the fourth largest retailer in the United States. Created guidelines as a site on the company intranet site. Tested the guidelines in a usability lab. Designed and developed libraries of Web layouts, frames, and graphics and forms templates for use across the corporation (5 retail chains). Defined usability test plans and strategies to encourage developers to use guidelines to design Intranet sites.

United HealthCare, Minneapolis, Minnesota

Designed, prototyped and conducted usability evaluations of new healthcare software application for use by clinicians and case managers in the field. Large-scale project involved building a new architecture and user interface from scratch to replace three separate but integrated enterprise applications. Users are healthcare professionals with minimal computer skills using tablet and laptop PCs working in hospitals, care facilities, and patient homes. United HealthCare is one of the largest health insurance companies in the U.S.

ZOLL Data Systems, Broomfield, Colorado

Guided interface design and usability of next generation of a PC touch-screen and pen-based EMS field data collection and management program, **RescueNet TabletPCR**. The software is used by EMS and Fire/Rescue ambulance teams in the field to document patient information, history, vital signs, medical and trauma assessments, interventions, and treatment during the entire patient care process up to delivering the patient to a hospital Emergency Room. To understand how users work with the program, I rode along in ambulances for four days, watching medical technicians and paramedics use hardware and software in the field. Users and customers were intimately involved in designing the new version of the product.