

Karl Wieser

14891 Sylvia Way
San Leandro CA 94578

mobile: 510-205-0624
home: 510-667-0061

kwieser@gmail.com | about.me/wieser | [linkedin.com/in/kwieser](https://www.linkedin.com/in/kwieser)

Skill Set

User Interface Design, User Experience Design, Interaction Design, Information Architecture, User-centered Design, Web Applications, Information Design, Web Development, Usability, Graphic Design, Icon Design, Web Interface Design, Heuristic Evaluation, Wireframes, HTML/CSS/PHP/jQuery Prototyping, Product Operations, SASSIE Administration, SASSIE Surveys, SASSIE Rulez, JIRA & Salesforce Cases (for ticket tracking)

Employment History

Manager, Product Operations | February 2019 to April 2020

PowerReviews, Chicago, IL (Remote)

- Creation and management of mystery shopping surveys (SASSIE, including SASSIE Rulez scripting)
- Creation and management of retail customer mission surveys (Journey IQ system)
- Scheduling for mystery shop, audits, and intercepts for mystery shoppers
- Managed Journey IQ users + customers profiles, as well as reports and email reports
- Provided scheduling and operations support for Customer Care data collection
- Provided technical operations support for customer accounts in PowerReviews' systems

Associate, Planning & Process Management | March 2017 to February 2019

Analyst, Planning & Process Management | December 2014 to March 2017

StellaService, New York, NY (Remote)

- Managed monthly scheduling for US mystery shopping
- Handled day-to-day operations support for UK Fulfillment team, including overall scheduling of assignments and production of data collection support materials
- Provided as-needed support for US Fulfillment team, including ad-hoc research and quality control
- Created visual tracking documents for shoppers' vacation request processing and tracking for scheduling
- Provided technical updates for online survey system, within templating system
- Handled data collection planning and production of custom projects for clients, including in-store visits and custom deliveries to shoppers' residences
- Provided month-to-month performance and error reporting on data collection, to promote improved efficiency and reduce overall collection costs

Shopping Experience Analyst, Data Operations

StellaService, New York, NY (Remote) | March 2014 to December 2014

Worked as one in a network of analysts and mystery shoppers, to independently collect data to measure and benchmark online retailers across the entire service delivery chain, from phone, email, chat and social media support to shipping, returns and usability performance.

Senior Web Design Specialist/Developer

Wind River Systems, Alameda, CA | February 2006 to February 2013

Participated in all phases of front-end development, from technical design through implementation, for corporate, external-facing web properties, working closely with internal clients and the creative services team to implement new assets and features.

- Designed and developed (HTML/PHP/JavaScript) information displays for sales data ("Sales Leaderboards"), for display on 55" flat-screens in sales department

- Designed and built internal “Brand Central” web site to provide access to brand assets and usage guidance.
- Lead development and design of web application with dynamically loaded data, to provide access to embedded development kits (EDKs)
- Created templates and visual design for internal “Sales Enablement” web site, providing organized access to product collateral and documents for the sales field
- Conceptualized and lead development of a light-weight CMS for the inclusion and expiration of date-sensitive content for windriver.com; designed and built prototypes for its web-based administration interface
- Revised and improved user interaction and visual design for Product Activation/Licensing portal
- Designed and built internal “Marketing Resources web site
- Provided HTML templates and visual design for customer-facing email newsletter

User Interface Designer

Freelance, San Leandro, CA | September 2001 to December 2018

Providing contract design and production for print, web site, and user interface projects.

- **Fourteen40:** Provided UI evaluation and revisions for multiple aspects of Fourteen40’s Alex Reader/CafeScribe digital textbook reader and collaborative study tool.
- **URi Inc.:** Revised user interface and visual design for URi’s NexAd (a global enterprise software solution that allows advertising agencies to redefine client service and maximize advertising effectiveness); provided HTML prototypes for versions 1.0 and 1.1.
- **SafeWeb:** Created a survey and review of the current user interface for SafeWeb’s SEA Tsunami Web-management Interface (a SSL-based VPN appliance that enables companies to quickly and easily extend secure remote access to employees, partners and customers). Revised and updated visual design and built HTML/CSS prototypes for development reference.
- **Wind River:** Provided web design and development support for external and internal web sites.

User Interface Designer

Consilient, Berkeley, CA | August 2000 to September 2001

Member of the user experience team charged with designing and implementing a web-based enterprise application platform.

- Designed HTML-based user interfaces and built prototypes for
 - Email-based “sitelet” package, the basic workflow unit of the platform
 - Peer Point sitelet administration web application
 - Sitelet Development Console
 - Deployment Package console
- Provided visual designs and page prototypes for corporate web site

Senior Designer/Analyst

Aaron Marcus and Associates (AM+A), Emeryville, CA | January 2000 to June 2000

Lead designer of UI design projects for desktop and web-based applications, and web sites; project management and general management, including preparing proposals, mentoring and supervising designers, recruiting, interviewing and hiring employees, and presenting at conferences.

- **Adobe System:** Provided ongoing UI consulting for Adobe System’s PressReady product, a driver to enable selected desktop inkjets to provide proof quality color prints. Revised interaction and wording on printer driver, color control panel, printer maintenance application and install sequences for both Windows and Mac platforms, as well as updating design specs to capture and document revisions.
- **CareAssured.com:** Provided interaction and information visualization design for portions of CareAssured.com’s demo website, a start-up web-based health insurance provider.
- **Banter Software:** Performed a heuristic evaluation and UI redesign of Banter Software’s Rapport application, a desktop email handling system for customer relationship management. Also created an HTML prototype for a web client version of the application.
- **Camstar:** Participated in development of a web client for Camstar’s InSite MES application, revising

desktop interactions to exist in a web-based browser environment. Lead project to revise web client UI in phase 2 and to create an HTML-based GUI guidelines document for developers.

- **Peoplesoft:** Lead team for interaction and visual design of PeopleSoft's Workforce Portal, intended to be web-based access to their 6 major ERP applications, and a "ready-built" structure into which corporations could pour their intranet content.
- Revamped AM+A's internal review process and helped develop clearer criteria for performance evaluation of designers.

Designer/Analyst

Aaron Marcus and Associates (AM+A), Emeryville, CA | June 1998 to December 1999

Designer and occasional project lead on UI design projects for desktop and web-based applications and web sites.

- **Adobe Systems:** Assisted effort to design and write the design Spec for "Circulate," an Acrobat-related, LAN-based document management application for Adobe Systems.
- **Elixir Technologies:** Participated in a three day design session to scope out the basic structure of a web-based Workflow/Resource Management System for Elixir Technologies. Extended and revised design from session and developed wire frame schematics to document structure and interaction concepts. Reviewed engineers' implementation of concepts and designs.
- **The Sabre Group:**
 - o Assisted with the complete redesign of the Sabre's travel reservation system for air, car and hotel booking, Planet Sabre, which handles 40% of the world's reservations (~400 million bookings/year)
 - o Assisted with development of Interactive Guidelines for Sabre Graphical Air UI design project.
 - o Designed toolbar icons for Sabre's Planet Sabre.
 - o Developed GUI strategy report to assist with Sabre's long-range goal of unifying booking tools from separate channels (i.e., small travel agency, large corporate call center, etc.) in a single application. This report lead to redesign of GUI for TurboSabre, Sabre's travel booking application for high-volume call centers, and creation of a concept design for a unified Sabre booking tool.

Designer/Analyst Intern

Aaron Marcus and Associates (AM+A), Emeryville, CA | May 1996 to May 1998

Assistant to designers for all aspects of UI design projects.

- Assisted with design and development of AM+A's portfolio CD-ROM, produced in Director.

Adjunct Professor

California College of the Arts, Oakland/San Francisco, CA | Fall 2001 to Fall 2004

(Formerly California College of Arts and Crafts) Instructor for Digital Studio 1 (previously Design Tools 1), a level-one course introducing the basics of using QuarkXPress, InDesign, Illustrator, and Photoshop, as well as basic hand skills used in producing scale drawings, model making, and simple bookbinding.

Instructor

California College of the Arts, Oakland/San Francisco, CA | Spring 1999 to Spring 2001

(Formerly California College of Arts and Crafts) Instructor for Digital Studio 1 (previously Design Tools 1), a level-one course introducing the basics of using QuarkXPress, InDesign, Illustrator, and Photoshop, as well as basic hand skills used in producing scale drawings, model making, and simple bookbinding.

Education

California College of the Arts, Oakland/San Francisco, CA

(formerly California College of Arts and Crafts)

Bachelor of Fine Arts, Graphic Design, 1998

University of California at Berkeley, Berkeley, CA

Bachelor of Arts, Applied Mathematics, 1990