



Chris Mowrer User Experience Designer

Summary - An innovative design leader experienced in crafting user-centric experiences for a variety of platforms from desktop to mobile for industry leaders in gaming and travel. Adept at all aspects of the design process, including creative direction, information architecture, prototyping and visual design.

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Senior Information Architect

Expedia, Inc
June 2011 to Present

Created modern interfaces utilizing responsive designs starting from mobile and working upwards to larger breakpoints. Defined and documented interaction standards for use across the Expedia global network. Prototyped and tested using a variety of tools including HTML/CSS, Axure, Sketch & InVision, and Balsamic.

Created information architecture for key flights features including seat selection. Designed a mobile first experience and developed multiple prototypes in Sketch and InVision. Managed reviews, requirements, and feedback with partner teams and defined scenarios for usability testing. Scheduled to launch in March 2015.

Served as UX Lead for the re-launch of Expedia Rewards. Worked closely with business to provide supporting features and content to help demystify a complicated program. Managed visual design and content schedules and deliverables. Responsible for coordinating with marketing to ensure consistent messaging and a coordinated release. The launch saw a 300% increase in new registrations in it's first month and over 1 million new registrations in the first quarter since release.

Worked extensively with usability to test and refine Expedia for TD prototypes in Axure and mockups for key pages and flows. Collaborated with and influenced business leadership to improve a complex user experience that bridged both company's websites. In the first quarter after release, over 100,000 new users registered and the project beat its annual revenue target.

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Microsoft – Lync
Jan 2011 to June 2011

Senior designer creating the visual system for the Microsoft Lync communication tools, including chat, phone, and video.

Led the user experience and visual design for the contacts and chat features driving richer media and simple interconnectivity regardless of which tool they're using.

Managed the relationship with the Office design team and drove integration of Microsoft Office wave 15 user experience and visual design concepts into the product.

Created and maintained visual guidelines documentation throughout the product development cycle, defined workflow processes, managed design assignments, and participated in production of redlines and final assets.

User Experience Lead

Microsoft – Xbox LIVE
Jan 2010 to Jan 2011

Directed 7 designers and drove the large aspects of the next wave of Microsoft consumer design for Xbox 360, Xbox.com, Xbox on Windows Phone 7, and MSN Games.

Art directed the daily content publishing on both Xbox 360 and Xbox.com for millions of users worldwide. Key improvements include the redesign of the Xbox 360 Subscriptions program, which increased Xbox LIVE Gold subscriptions by 47%.

Owned the information architecture for the redesign of Xbox.com. Focused on evolving the site from an information destination to a key hub for interaction with Xbox 360 and mobile gaming.

Established guidelines and processes for ongoing Xbox.com publishing that allow the designers to spend less time on production and more on creative innovation.

Delivered on organization goals for a unified gaming system. Established the information architecture and feature set for Xbox on Windows Phone 7. Redesigned the MSN Games website to incorporate key Xbox 360 features including achievements, friends and messaging.

User Experience Manager

Microsoft – Windows Gaming
July 2007 to Jan 2009

Managed, hired, and trained a team of 9 designers to evolve the user experience on MSN Games and Messenger Games and support the daily production of artwork and content for over 11 million unique users.

Art directed the redesign of the MSN Games Badges rewards program, resulting in a 39% increase in page views and a 51% in unique users.

Collaborated with multiple game industry partners including RealNetworks, Oberon Media, and PopCap to create web UI designs for top tier clients such as Proctor & Gamble, Wal-Mart, Coke, and Disney showcased their games, provided fresh experiences for users, and brought in millions of dollars of marketing revenue.

Art directed the redesign of the Messenger Game Browser yielding a 30% increase in Messenger Games played.

General Manager, Karen Schulman, one of the founders of Pogo.com, praised my studio's work as both "world class" and "best in the industry".

User Experience Designer/Lead

Microsoft Casual Games
Jun 2005 to Jul 2007

Created concepts, comps, visual specifications, and final art assets for MSN Games. Promoted to User Experience Lead in August 2006 and managed 2-3 designers. Responsible for casual games platforms including MSN Games, Messenger Games, Xbox 360, and Windows Mobile.

Created user interface for Xbox 360 title "Aegis Wing". Reduced production times by having artists trained to work directly in the development environment. The project provided the company with a compelling PR story about the ease of developing for Xbox 360, with the code having been written by 3 college interns.

Defined connected gaming experiences across mobile, web and game console platforms. Worked across groups and disciplines to create 2 demos and 2 working prototypes in just 3 months for a mobile game center. The project culminated with Bill Gates presenting the vision at E32006.

Owned the creation of custom game skins for advertising products. Expanded our portfolio of sponsorable games from 1 to 7 and established guidelines and processes for both internal and external production for all games.