

Christopher Och

Phone Number: (248) 722-6147 **Location:** Rochester Hills, MI **Email:** dastarokka1@gmail.com

Portfolio: <https://christopheroch.com/>

LinkedIn: <https://www.linkedin.com/in/christopher-och/>

PROFESSIONAL SUMMARY

Experienced Senior UX/UI and Product Designer with a strong track record of delivering impactful, user-centered design solutions across digital products, from concept to implementation. Skilled in Human-Centered Design (HCD), UX/UI design, and user research, with expertise in collaborating with cross-functional teams to enhance the user experience and deliver innovative digital solutions. Proven ability to translate research insights into user flows, prototypes, and wireframes, with a focus on accessibility and usability. Adept at working in Agile Scrum environments and crafting digital products that meet both business goals and user needs.

KEY SKILLS & EXPERTISE

- Human-Centered End to End Design (HCD) Process
- User Research: Interviews, Usability Testing, Personas, User Empathy Mapping
- Storyboarding, Prototyping & Wireframing: Sketch, Figma, InVision, Adobe Creative Suite, Miro, Lucidchart, Figjam, Prototipe, Balsamiq
- UI/UX Design: Responsive Web, Mobile Applications, Native Apps, SaaS
- User Flows & Information Architecture: Case Studies, User Journeys
- Agile Scrum: Sprint Planning, User Stories, Cross-functional Collaboration
- Accessibility: WCAG, Inclusive Design Practices
- Communication: Confident presentation skills, Stakeholder Management
- Languages: HTML / CSS, Javascript, Python

EDUCATION Kendall College, 1997-1998

EXPERIENCE

General Motors, Senior UX/UI Designer

May 2022 - September 2024

Future Roads Product Suite:

- Delivered UX/UI design for Safety View SaaS app, collaborating with INRIX and cross-functional teams to meet user needs and business goals.
- Prototyped and iterated designs for the potholes pilot app, conducting user testing to refine the experience and improve usability.
- Collaborated in an Agile environment with product managers, engineers, and stakeholders to ensure effective design delivery and user engagement.

Mobility Intelligence:

- Designed a single-source platform for vehicle data at GM, optimizing user flows and information architecture based on user feedback.
- Applied Lean Startup methodologies to iterate on designs and validate solutions with users.
- Worked with engineering and product teams to ensure designs aligned with technical and operational needs.

Peraton, Senior Product Designer

Mar 2019 - April 2022

United States Army Ground and Satellite Planner (UNO):

- Led end-to-end UX/UI design for a secure web-based network planner, focusing on meeting Army compliance and enhancing user experience for military personnel.
- User Research: Facilitated empathy mapping and worked closely with users to ensure design solutions aligned with their needs.
- Collaboration: Worked with cross-functional teams to meet sprint deliverables and ensure design quality.
- Training Materials: Created style guides and user training materials to support implementation.

State of Texas Air Reporting System:

- Redesigned, prototyped and tested a user-friendly UI for the Texas Commission on Environmental Quality (TCEQ) reporting system, resulting in a streamlined experience for environmental professionals.
- Delivered design solutions following HCD principles, ensuring accessibility and usability for non-technical users.

General Motors, Senior UX/UI Designer

Jan 2017 - Feb 2019

GM Vehicle Applications:

- Led the design and user testing of vehicle health features and dealership experiences across the GM vehicle application suite.
- Collaborated with stakeholders and facilitated user research to prioritize features, enhancing user journeys within mobile applications.
- Prototyped solutions for both iOS and Android platforms, resulting in enhanced customer experience and usability.

Call Me Mobile Application:

- Spearheaded the UX/UI design for an innovative safety mobile app aimed at reducing distracted driving.
- Applied user-centered design principles and collaborated with cross-functional teams to deliver a robust, user-friendly solution.

Multimedia Content:

- Produced, animated, and edited informational how-to videos for Dealer Sales Assistant mobile application.
- Created PowerPoint and video content for internal stakeholder presentations.

Hewlett Packard Enterprise, Senior UX/UI Designer

Jan 2016 - Jan 2017

EPA Air Quality App & Government Applications

- Delivered UX/UI designs for the EPA Air Quality mobile app, which secured 3rd place in the CDC Enviro Health App Challenge, demonstrating the ability to create effective, user-friendly digital solutions.
- Led UX/UI design initiatives for high-stakes projects including:
 - US Marine Corps recruiting app, improving user engagement and recruitment process.
 - UK Ministry of Defence timekeeping app, ensuring precise and efficient time management for users.
 - Federal Service Desk mobile, watch, and web applications, streamlining user interactions and support systems.

Collaboration & Research-Driven Design:

- Created wireframes and prototypes to visualize solutions and iterate on design concepts.
- Led user testing sessions to gather insights and refine designs, ensuring alignment with user needs and operational goals.
- Produced support videos to guide users and assist internal teams with the devops process, enhancing both user experience and team collaboration.

Vision Production, Lead Graphic Designer

Mar 2010 - Dec 2015

Design Leadership & Brand Identity

- Led user-centered design for training courses in automotive and pharmaceutical sectors, applying Human-Centered Design (HCD) principles.
- Oversaw brand identity and logo design for brands like Detroit Bold Coffee and Five15, aligning visuals with brand mission.
- Collaborated with stakeholders, engineers, and marketing teams to meet user needs and business goals.
- Designed touch-screen kiosks and responsive websites, ensuring WCAG accessibility and ease of use.

Creative Content & Communication Design

- Designed newsletters for MGM Grand and Ford service reminders, focusing on user engagement.
- Created event graphics for UAW conferences and the Human Rights Campaign, communicating complex messages clearly.
- Led iterative design for Detroit Public TV's pledge drive graphics, refining visuals for maximum impact.