

# MIKE KORNACKI

USER EXPERIENCE  
DIRECTOR



## SUMMARY

Creative user experience leader with 20 years design and technology experience in multiple industries. Defined the UX discipline at Johnson Controls and built a team of 18+ people to execute design and strategy. Successfully built UX/design teams from the ground up at 3 separate companies. Managed a team of 30 designers, production artists and UI developers for over 5 years at Trisept Solutions. In charge of research and development in emerging web and mobile technologies at 2 different companies. Certified Usability Analyst (CUA) since 2003 and nationally recognized as the foremost user experience expert in the Milwaukee area.

## EXPERIENCE

MAY 2010

PRESENT

### LEADER, USER EXPERIENCE EXCELLENCE

JOHN CONTROLS, INC., Milwaukee, WI

Currently leading a 19-person global design organization for Johnson Controls.

- Established the UX design discipline at Johnson Controls by bringing a design strategy background to an engineering company.
- Created an industrial design practice at Johnson Controls to bring a design thinking approach to the physical products we produce.
- Created the overall UX charter for Johnson Controls which outlines the roadmap for creating a “user centered” design culture at JCI.
  - Wrote the team’s mission statement that is used as a guidepost for everything the team does.
  - Created UX methodologies the team uses to conduct their work.
  - Worked with the leaders of engineering to establish the UX engagement models for each type of product in Building Efficiency.
- Authored the standards for Agile/Lean UX within JCI.
- Created and delivered the definitive UX roadmap that looks out over the next 5 years that sets the course for a user centered culture.
- Strategic leader of the efforts to unify the digital experiences (UUX) at JCI.
- UX creative director for the Johnson Controls Design Language System.
- Created a design language that contains 2 parts – a physical design language for our global manufactured products and a digital side for our software products.
- Design language has increased operational efficiency by 25% on the physical side and 30% on the digital side.
- The design language has established a global identity for Johnson Controls and has unified our products under one family.

## CONTACT ME

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# EXPERIENCE CONT.

MARCH 2008

MAY 2010

## USER EXPERIENCE ARCHITECT

TRISEPT SOLUTIONS Milwaukee, WI

UX Architect in charge of user experience, user testing, and information architecture along with leading research and development in emerging web and mobile technologies.

- Developed a best in class e-commerce user experience in the leisure travel industry.
- Participated and co-facilitated multiple usability sessions on all e-commerce sites developed by Trisept Solutions.
- Developed and executed an iterative usability test for consumer facing travel sites, which has been implemented as a standard practice. 12 users were tested over 1 week, results were tallied and then necessary changes were incorporated after every user.
- Created a roadmap for all emerging technologies and mobile web applications.
- Developed a mobile roadmap that included a mobile ready website, SMTP messaging for up selling opportunities, and mobile applications using augmented reality for in destination customer service for Southwest Airlines Vacations.
- Strong understanding of current industry best practices, emerging technologies, user experience design and development and techniques for creation of compelling marketing experiences online.

2003

MARCH 2008

## WEB DESIGN MANAGER

TRISEPT SOLUTIONS Milwaukee, WI

Creative director for all websites owned and managed by Trisept Solutions which convert a total of 1.3 billion dollars of leisure travel sales annually.

- Created new User Interface design for all of our E-Commerce Software using emerging technologies and latest trends in web design patterns.
- Managed the web department and personnel that grew to 30 people including 14 web designers, 11 web producers, and 5 UI developers.
- Drove conceptual directions for web site design, site development, online advertising, and new media.
- Identified areas of need in the company and sought out skilled individuals to help create departments to fill those gaps. Examples include: UI development team, Content Management Team, Social Applications Team, Email Marketing and Tools Team, to name a few.

2000

2003

## CREATIVE DIRECTOR

RR GROUP, Waukesha, WI

Founded and managed a four person creative team which develops everything associated with corporate identity including press and media, web sites and intellectual properties.

- Developed strategy to establish and maintain brand recognition for all software products, including attractive packaging that created strong brand identity in the home improvement market.
- Created Big Hammer's online store and gave the company an e-commerce revenue stream that has grown sales of their home improvement software by 22%. In addition, developed the corporate identity for Big Hammer that included design of their logo, web site and software packaging.
- Developed the marketing strategy which identified RR Group as a recognizable competitor in the custom software and web application industry. As a result, key partnerships were contracted with Adobe and Microsoft that in turn prompted open dialog with further new clients.
- Established strategic relationship with the Deck Builders Association to sell the "Deck Design Pro" software, attributable to the successful direct mail campaign of the Cad Quest division.

## SPEAKING ENGAGEMENTS

### 2015 MADISON + UX

HOSTED BY: ADORABLE.IO

My talk: "Experience Innovation - The New Design Imperative"

### 2015 UX CAMP - CHICAGO

HOSTED BY: CHICAGO CAMPS

My talk: "Experience Innovation - The New Design Imperative"

### 2015 \$5 FRIDAY - FOCUS: USER EXPERIENCE

HOSTED BY: C2 GRAPHICS PRODUCTIVITY SOLUTIONS

My talk: "Deconstructing/Reconstructing User Experience"

### 2014 UX PANEL DISCUSSION

HOSTED BY: Covisa Cloud

Panel: "Q & A Session - Working UX"

### 2014 MIMA - FOCUS ON USER EXPERIENCE

HOSTED BY: MILWAUKEE INTERACTIVE MARKETING ASSOCIATION

My talk: "Experience Innovation - The New Design Imperative"

### 2013 INSIGHT SUMMIT - DIGITAL ADVERTISING

HOSTED BY: MARQUETTE UNIVERSITY AND LAUGHLIN CONSTABLE

My talk: "The Long Tail of User Experience"

Panel: "Careers in the Digital World"

### 2013 UXMAD

HOSTED BY: ADORABLE.IO

My talk: "Building UX Culture"

### MIMA - MEET MILWAUKEE: FUEL YOUR PASSION

HOSTED BY: MILWAUKEE INTERACTIVE MARKETING ASSOCIATION

SEPTEMBER 2013

My talk: "DREAM JOBS"

## TEACHING ENGAGEMENTS

### 2014 & 2015 C2 GRAPHICS - UX WORKSHOP

HOSTED BY: C2 GRAPHICS PRODUCTIVITY SOLUTIONS

My workshop: "Representing the User in UX Design"

## ORGANIZATIONS

Co-founded mkeUX in 2010 to get the conversation started around user experiences and the challenges of our profession.

mkeUX has grown to 400+ members in the last 6 years. We have played host to local and national UX Professionals who share their experience with the group. We are a free and open group and welcome anyone who digs UX.

mkeux.com



REFERENCES AVAILABLE UPON REQUEST

## EDUCATION

### BACHELOR OF ARTS

UNIVERSITY OF WISCONSIN - PARKSIDE

1996

### CERTIFIED USABILITY ANALYST

MASTER CARD, ST. LOUIS, MO  
ON BEHALF OF - HUMAN FACTORS INTERNATIONAL

2003

### MASTER OF SCIENCE - USER EXPERIENCE DESIGN

KENT STATE UNIVERSITY

2017

## AWARDS



### 2012 MERIT AWARD

PRESENTED FOR SURPASSING THE 10-YEAR EXCELLENCE MARKER WITH THE PANOPTIX PROGRAM AT JCI

### 2015 MERIT AWARD

PRESENTED FOR SURPASSING THE 10-YEAR EXCELLENCE MARKER WITH THE METASYS UI PROGRAM AT JCI

## PATENTS



### US0D0733720

DISPLAY SCREEN WITH GRAPHICAL USER INTERFACE  
ISSUED: JULY 7, 2015

### US020160327293A1

HVAC EQUIPMENT HAVING LOCATING SYSTEMS & METHODS  
ISSUED: NOVEMBER 11, 2016