



781 Ensenada Avenue
Berkeley, CA 94707-1843 USA
+1 510 525-6864 voice
+1 510 525-4246 fax

<http://www.participatorydesign.com/>

Contact: Mitchell Gass mitchell@participatorydesign.com

B I O G R A P H Y : M I T C H E L L G A S S

Mitchell is the principal of uLab | Participatory Design Associates www.participatorydesign.com, a user research and user-centered design firm based in Berkeley, CA, USA. The services uLab | PDA provides--which include [participatory design with The Bridge](#), work observation and interviews in businesses and homes, task analysis, and in-person and remote usability testing--have a single goal: to bring product designers closer to the users of their products. These services help companies improve their web sites, computer software, consumer products, and applications for mobile phones and other mobile devices.

uLab | PDA's clients include Adobe, Alcatel-Lucent, Applied Biosystems, Blue Shield of California, Charles Schwab, Dun & Bradstreet, Ethnographic Research Inc., Fujitsu, Kodak, The Nielsen Norman Group, Palm, Pfizer, Sony, Stanford University, Sun Microsystems, Symantec, Thomson, VeriSign, The Walt Disney Company, Wells Fargo, and Xerox.

Before founding uLab | PDA, Mitchell was a Director of Usability Engineering and User Research at the e-business consulting firm Scient, where he designed, managed, and conducted user research and user-centered design activities for BP, Chase Manhattan Bank, Wells Fargo, several venture-backed startup firms, and Scient's own web site.

Mitchell also founded and managed the Lucent InterNetworking Systems Usability Center, where he designed and built an ambitious usability lab tailored to the needs of lengthy usability studies and was responsible for usability testing, usability reviews, and design consultation for software, web sites, documentation, and training materials.

Mitchell's more than 20 years of experience in high-technology firms also include 11 years at Apple Computer and projects in their Advanced Technology Group, as well as work for Tandem Computers, Electronic Arts, Amiga, and several Silicon Valley startups.

Mitchell is a member of the Association for Computing Machinery (ACM) and its Special Interest Group for Computer-Human Interaction (SIGCHI), the Usability Professionals' Association, the Society for Technical Communication and its Usability and User Experience Community, and the Information Architecture Institute. He is also a life member of Computer Professionals for Social Responsibility.

Mitchell is a past Chair of BayCHI, the world's largest and most active local chapter of ACM SIGCHI, which serves Silicon Valley and the greater San Francisco Bay Area. He also served on the conference committee for ACM SIGCHI's CHI 2005 conference, where he was Co-Chair for the Interactivity venue.