

George Karalis

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Education

University of Washington
M.S. Human-Centered Design
Sep 2014 – Jun 2016

Cornell University
B.A. New Media & Film
Aug 2009 – May 2013
Summa cum laude

Selected Skills

PM / Design

Goal & requirement definition
Spec writing
Project management
Wireframing
Interaction mapping

Research

Competitive analysis
Contextual inquiry
Usability studies
A/B testing

Technical

HTML, CSS, JavaScript
C#, Java

Professional Experience

Microsoft, Aug 2013 – Present
Product Manager, Microsoft Edge

Driving large-scale updates to the **Xbox One** web browser. Improving user experiences, reducing technical overhead & positioning Edge for business success on the Xbox platform.

Delivered Edge on **Windows Mixed Reality**, balancing experience & technical constraints to stand up the full-featured web browser in VR. Continue to own Mixed Reality browsing across VR & AR.

Led the **first run experiences feature area**, doubling engagement on the browser welcome page & directly increasing product KPIs with user-centered methods & A/B testing.

Drove **core web browser experiences** from concept to completion such as settings, menus, sharing & error pages. Accounted for security, privacy, accessibility & globalizability.

Additional Projects

collect.vr, July 2017

Led this WebVR browser extension hackathon project to let users collect & spatially organize web content in VR.

Microsoft Translator Conversation, Apr 2016 – Sep 2016

Consulted on design & conducted usability studies for the new Microsoft Translator feature to translate conversations in real time. (translator.microsoft.com)

Skrybe, Oct 2015 – Oct 2016

Conducted in-depth user research into real-time captioning for deaf & hard of hearing students. Designed an example product as a basis for technology providers. Research published in the 2016 ACM ASSETS proceedings & presented at Microsoft Research.

Project Durban, Aug 2015 – Aug 2016

Worked as the product designer and front-end developer for this browser extension that generates real-time subtitles for audio & video on the web. (aka.ms/projectdurban)

Tipper, Oct 2014 – Apr 2015

Designed a product to help senior citizens on the web with crowd-sourced tooltips via a user-centered design process. Research published in 2015 ACM CHI proceedings.

Square Waves, Aug 2012 – May 2013

Honors thesis researched game sound & audio-only games developed for blind players. Developed a 3D cooperative audio game called Square Waves based on the research.