



# JOHN PAK

UX Lead Designer / UX Manager

LEADERSHIP // CHALLENGE // INNOVATION

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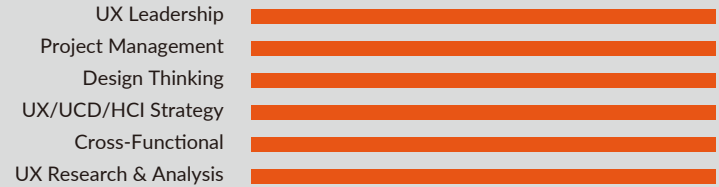
Portfolio // http://www.hirejohnpak.com

Linkedin // www.linkedin.com/in/john-p-56353146/

## SUMMARY

A seasoned UX Design Lead with 20+ years in driving end-to-end product design. Expert in leading multidisciplinary teams, pioneering user-centric strategies, and delivering impactful design solutions. Proven proficiency in interaction design, visual/UI design, and collaboration with cross-functional units. Committed to championing accessibility and inclusivity in line with the finance branding standards.

## EXPERTISE



## EXPERIENCE

### Lead UX Designer @ PwC

11/2022 – 04/2023

Los Angeles, CA

Led pioneering UX strategies for multiple platforms, enhancing design via insights and cross-team collaboration. Directed comprehensive UX journeys for macOS/iPadOS, integrating AppKit DS, and optimizing user flows. Collaboratively reduced decision-making time, balancing business goals with inclusive design in agile environments through data-driven research.

### Lead UX Designer @ Apple

06/2022 – 10/2022

Culver City, CA

Streamlined Apple TV+'s UX design cycle, reducing development time through extensive research. Developed AI-driven OCR/ICR blueprints, significantly enhancing user experience. Championed design thinking, mentored designers, and established structured UX processes, elevating digital experiences for billions and setting industry standards.

### Lead UX Designer @ ADP

10/2021 – 05/2022

Pasadena, CA

Led UX strategy for ADP's HRO 'Henry PEO/CS' applications on Salesforce Lightning, achieving a 30% increase in NPS/SUS. Advocated for user-centric design, integrating evolving UX methods and AI/ML/NLP technologies. Implemented data-driven lean UX in agile environments, enhancing collaboration for backlog management and future planning.

### Sr. Service Design Manager @ MGM Resort

11/2020 – 08/2021

Developed R&D strategies for NFT marketplace and M-life rewards, enhancing MGM's product quality and efficiency, leading to a 5% increase in customer retention. Reduced program delivery time through efficient execution and promoted Design Thinking. Spearheaded UX for blockchain, cryptocurrency, AR/VR, AI, and NFT, managing a diverse team.

### Senior UX Designer @ CNB

10/2019 – 07/2020

Los Angeles, CA

Standardized UX processes for enterprise financial systems, including Visa/Mastercard applications, enhancing usability and ADA Compliance/WCAG 2.0, resulting in lower complaint rates. Collaborated with teams to refine Financial Systems UX, prioritizing superior user experiences and mentoring junior designers for continuous improvement.

### Lead Product UX @ Saviynt

06/2022 – 10/2022

El Segundo, CA

Led web development for IAM/PAM cybersecurity products, halving product turnaround time. Established a reusable in-house design system, aligning UX and CX strategies to achieve a 15% ROI increase. Directed global teams in UX research, user testing, and journey analysis, ensuring consistent UI across all products.

### UX Manager @ Creative Circle

07/2018 – 03/2019

Los Angeles, CA

Orchestrated the UX life cycle for an On-Demand SAE Blockchain Smart Contract platform and Cryptocurrency transaction e-commerce product, achieving launch in 3 months with budget cost reduction and 10% decrease in office overhead. Led a team in applying design thinking to balance user needs, business goals, and technical constraints.

### Sr. UX Designer @ CCCIS

02/2017 – 05/2018

Cerritos, CA

Enhanced B2B and B2C automotive and insurance digital products with a user-centric design, doubling app engagement and reducing user drop-offs by 20%. Excelled in mobile-first and responsive design, creating cohesive UI across diverse platforms and frameworks.

### Interaction Designer @ IBD

06/2016 – 02/2017

Los Angeles, CA

Developed online marketing strategies for stock trade educational products, enhancing the purchasing experience and increasing digital product revenue by 4%. Expertly crafted branding and UX concepts, producing multi-device high-fidelity prototypes, and maintaining consistent branding across all channels.

/// NewStar Realty (Principal Product Designer) // Ratespecial Interactive (Senior Interaction UX Designer)

/// Colliers International & Agencies (UX Design Manager) // Ntreev USA (Senior Web UI Designer)

/// BezierArt Design Associates (UX/UI Design Manager) // PwC (Senior Designer)

/// California Credit Union (Senior Designer)

## EDUCATION

/// Milwaukee Institute of Art and Design, B.F.A., Industrial Design (Product)

/// Art Center College of Design, M.S., Industrial Design (Product)

/// UCLA Extension, Certificate, Multimedia Management and Webmaster

05/2023 Scrum Alliance Inc., Certified Scrum Master® (CSM)

04/2023 Scrum Alliance Inc., Certified Scrum Product Owner® (CSPO)

05/2019 IDF, Certified UXD and UX Management Professional

## TOOLS

Adobe CC/CS/XD

Agile/Scrum/Atlassian/MIRO

HTML5/CSS3/JS

Figma/Sketch/Invision/Axure

UserTesting.com/CrazyEgg