JOHNPAK

UX Lead Designer / UX Manager

LEADERSHIP // CHALLENGE // INNOVATION

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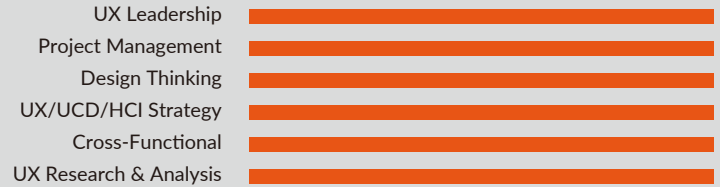Portfolio // http://www.hirejohnpak.com
Linkedin // www.linkedin.com/in/john-p-56353146/

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

- UX Leadership
- Project Management
- Design Thinking
- UX/UCD/HCI Strategy
- Cross-Functional
- UX Research & Analysis

EXPERIENCE

Product UX Manager @ IC
04/2023 - Present
Los Angeles, CA

As an Independent Consultant, I lead user-centered design improvements in mobile apps, boosting ratings and feedback through enhanced usability and accessibility aligned with business goals. Improved MVP lifecycle efficiency via agile adaptation to data and policy changes. Increased team productivity and innovation through mentoring in technology and human-centric design.

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.

/// NewStar Realty (Principal Product Designer)   /// 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