



# JOHNPAK

UX Lead / Product UX Manager

LEADERSHIP // CHALLENGE // INNOVATION

Phone // 714-501-1869 (LA, CA)

Email // johnpak2015@gmail.com

Portfolio // hirejohnpak.com

Linkedin // john-p-56353146

## SUMMARY

A seasoned Product UX Design Lead with 20+ years in driving one to zero and end-to-end product design. Expert in leading multidisciplinary teams, pioneering user-centered strategies, and delivering impactful design solutions for business. Proven proficiency in UI/UX, Interaction design, and collaborate in Agile with cross-functional teams. Committed to championing accessibility and inclusivity standards in various industries.

## EXPERTISE

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

## EXPERIENCE

### Senior Manager, Product UX

04/2023 - Present  
Los Angeles, CA

Manage agile UX teams in MVP launches for Cybersecurity and HR, boosting product entry speed and usability. Increased cybersecurity engagement with intuitive Figma interfaces, focusing on accessible, user-centered design. Mentored high-performing UX teams, enhancing creativity and innovation through workshops and tech integration, fostering a culture of empathy and continuous improvement.

### 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.

## Previous x

/// 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/CERTIFICATE

/// 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 Creative Suite  
Agile/Scrum/Atlassian/MIRO  
HTML5/CSS3/JS/Angular/React  
Figma/Sketch/Xd//Invision/Axure  
UserTesting.com/CrazyEgg