

John Pak

Principal Product Designer | Enterprise Security & Compliance UX · Design Systems Leadership · Data Visualization · Strategic Design Initiatives

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PROFESSIONAL SUMMARY

As a Principal Product Designer with 20+ years of experience simplifying complex enterprise SaaS and fintech workflows into intuitive, scalable UX. Expert in embedding AI into product design, shaping role-based permissions and content management models, and aligning executives, engineers, and PMs on user-centered strategy. Proven record of measurable adoption gains streamlined onboarding, and accessible, trust-centered platforms.

Key Impact Highlights:

- **30% adoption uplift** through role-based dashboards and streamlined enterprise workflows
- **40% faster delivery cycles** by scaling Figma component systems across multi-team environments
- **25% onboarding reduction** in subscription/fintech platforms with research-led design

WORK EXPERIENCE

Principal Product Designer | Gurukul Solutions | El Segundo, CA | 12/2025 – Present

Delivers an enterprise IT platform for networking, cloud security, and assurance, providing data-rich operational dashboards for technical teams.

- **Managing team of 6, defines cross-platform UX strategy for SIEM/XDR ecosystem**, shaping **AI-assisted detection, investigation, analytics, and analyst workflows** for **200+ enterprise security teams**.
- **Leads end-to-end design across multiple product squads**, delivering **dashboards and investigation flows** that reduced **MTTR by 40%** and **time-to-insight by 35%**.
- **Establishes enterprise design systems and AI experience frameworks**, scaling **accessible components, trust indicators, and explainability patterns** adopted across **five product teams**.

Lead Product Designer | Cisco Meraki, Los Angeles, CA | 06/2025 – 10/2025

2-month contract with a global IT platform delivering AI-augmented, cloud-native networking and security solutions.

- **Designed AI-powered insights dashboards** with integrated **threat KPIs, anomaly detection, and advertiser-style analytics**, enhancing clarity in **data visualization** and decision-making workflows.
- **Built modular landing pages and dashboards** supporting iterative user journeys across personas, while ensuring alignment with scalable, **persona-driven workflows**.
- **Partnered with UX research and PMs** to define user-centered flows, translating findings into **developer-ready Figma specs**, and **scaled design systems** for cross-team and platform-wide consistency.

Product UX Manager | JPDESIGN Interactive | Los Angeles, CA | 04/2023 – Present

A design consultancy specializing in enterprise UX, digital product strategy, and design leadership.

- **Led a team of UX designers**, improving **team efficiency by 40%**, by implementing **iterative design workflows and best practices**.
- **Developed and measured key performance indicators (KPIs)**, increasing **user satisfaction by 30%**, by aligning **UX solutions with business goals**.
- **Drove cross-functional collaboration**, ensuring **design strategy integration**, by partnering with **product, engineering, and leadership teams**.

Lead UX Designer | PwC | Los Angeles, CA | 11/2022 – 04/2023

A global professional services network delivering enterprise product design and UX strategy.

- **Refined UX best practices**, improving **design consistency**, by standardizing **design systems and usability testing frameworks**.
- **Led UX research initiatives**, increasing **user engagement**, by aligning **data-driven insights with design decisions**.

Lead UX Designer | Apple Inc. | Culver City, CA | 06/2022 – 10/2022

Technology leader specializing in digital product design and customer experience strategy.

- **Developed AI-driven UX solutions**, improving user adoption rates, by integrating personalized digital experiences and interactive design.
- **Implemented a scalable design system**, reducing design inconsistencies, by structuring collaborative team workflows.

Lead UX Designer | ADP | Pasadena, CA | 10/2021 – 05/2022

Global provider of HR SaaS solutions and user experience strategy.

- **Led iterative UX process enhancements**, improving enterprise product workflows, by designing user-centric SaaS interfaces.
- **Developed and mentored design professionals**, increasing team efficiency, by refining design documentation and best practices.

Senior Service Design Manager | MGM Resorts International | Los Angeles, CA | 11/2020 – 08/2021

Hospitality fintech leader integrating digital transactions and loyalty UX.

- **Redesigned enterprise UX workflows**, improving customer engagement, by optimizing mobile-first transaction experiences.
- **Developed UX leadership frameworks**, ensuring scalable team collaboration, by refining design team alignment strategies.

Senior UX Designer | City National Bank | Los Angeles, CA | 10/2019 – 07/2020

Financial institution specializing in enterprise UX and platform scalability.

- **Refined digital banking UX strategies**, increasing customer retention, by optimizing data visualization and accessibility standards.
- **Developed high-fidelity UX prototypes**, ensuring product scalability, by designing enterprise banking dashboards.

Lead Product UX/UI/Web Designer | Saviynt Inc. | El Segundo, CA | 03/2019 – 10/2019

Cybersecurity SaaS provider focusing on enterprise UX security and digital platform design.

- **Led user-centered design strategy**, improving product usability, by integrating interactive security dashboards.
- **Refined UX team collaboration**, increasing workflow efficiency, by developing structured design documentation and standards.

UX Design Manager | Creative Circle | Los Angeles, CA | 07/2018 – 03/2019

Consulting agency specializing in product UX and enterprise design strategy.

- **Developed cross-functional design strategy**, increasing team efficiency, by refining design operations and communication frameworks.
- **Led UX research initiatives**, ensuring customer-centric product decisions, by aligning usability testing with design improvements.

Senior UX Designer | CCC Intelligent Solutions | Cerritos, CA | 02/2017 – 05/2018

SaaS provider specializing in AI-driven UX and enterprise software.

- **Refined digital product UX**, improving task completion rates, by designing data-driven dashboard interactions.
- **Developed UX leadership best practices**, ensuring team success, by mentoring junior designers in enterprise design principles.

Interactive UX/UI Designer | Investor's Business Daily | Los Angeles, CA | 07/2016 – 02/2017

Financial news and investment research platform.

- **Developed UX frameworks for financial data visualization**, improving data readability, by refining interactive reporting dashboards.
- **Optimized usability testing workflows**, ensuring scalable product design, by implementing iterative UX research processes.

Principal Product Designer | New Star Realty | Los Angeles, CA | 02/2015 – 06/2016

*Real estate SaaS platform specializing in **digital UX and property management systems**.*

- **Led product UX improvements**, increasing **real estate workflow efficiency**, by refining **MLS-integrated search functionalities**.
- **Developed UX strategy for mobile-first experiences**, improving **conversion rates**, by optimizing **real estate user journeys**.

Senior Interaction UX Designer | Ratespecial Interactive LLC | Pasadena, CA | 08/2012 – 02/2015

*Marketing tech firm specializing in **enterprise UX and workflow automation**.*

- **Developed enterprise UX strategies**, increasing **platform engagement**, by refining **interactive UI design frameworks**.
- **Led usability testing and research initiatives**, ensuring **data-driven decision-making**, by structuring **UX research methodologies**.

UX/UI Design Manager | Colliers International | Los Angeles, CA | 09/2009 – 07/2012

*Global real estate services company specializing in **enterprise UX and product design strategy**.*

- **Refined UX governance frameworks**, improving **design system scalability**, by implementing **structured design documentation**.
- **Led cross-functional UX collaboration**, ensuring **seamless product execution**, by integrating **business objectives with design decisions**.

SELECTED IMPACT METRICS

- **40% faster delivery** via modular design systems & AI-assisted workflows
- **30% adoption uplift** with streamlined dashboards and permissions
- **25% onboarding reduction** in subscription SaaS platforms
- **28% fewer errors** in compliance-heavy environments

EMERGING TECH PROJECTS

- **AI in UX:** Embedded ChatGPT + Figma into design QA and rapid prototyping.
- **Commerce/Subscription UX:** Designed secure payment and promotional offer workflows.
- **Growth Experiments:** Applied A/B testing to optimize onboarding and retention funnels.

EDUCATION & CERTIFICATION

- UCLA Extension · Multimedia Management and Webmaster
- Milwaukee Institute of Art and Design · BFA, Industrial Design (Product)
- Certified Scrum Master® (CSM), Scrum Alliance Inc · 05/2023
- Certified Scrum Product Owner® (CSPO), Scrum Alliance Inc · 04/2023
- Certified UXD and UX Management Professional, Interaction Design Foundation · 05/2019 – 10/2019

SKILLS & TOOLS

Enterprise Workflow UX · Subscription & Commerce Tools · Design Systems Leadership · Accessibility (WCAG/ADA) · Research & Usability Testing · Cross-Functional Leadership · Permissions & Role-Based Flows · Agile Product Design · Figma · Adobe CC · Framer · Jira · Confluence · Salesforce Lightning · Accessibility Compliance Tools