

John Seitz | Senior Product Designer | (314) 814-0189 | seitzology@gmail.com

[LinkedIn](#) | [Portfolio](#)

SUMMARY:

Creative, self-motivated, and versatile with an array of skills in UX/UI design, UX research, visual design, and front-end development. Proven talent in project leadership, collaboration, strategic thinking, and rapid comprehension and visualization of complex subject matter. Skilled in creating innovative, elegant solutions and communicating clear, concise ideas. Committed to self-development to foster the highest levels of personal and professional excellence.

EXPERIENCE:

Over 20 years of Design experience.

Dexian (Bayer)	Senior Product Designer	February 2022 - Present
Perficient, Inc.	Senior UX Architect	October 2015 - February 2022
Scottrade, Inc.	Senior UX Designer	March 2008 - August 2015
Krames / Staywell	Graphic Designer	September 2006 - March 2008
Chrisad	Graphic Designer	May 2004 - September 2006

Leading user-centered UX activities on a **strategic level** as well as performing more hands-on duties such as journey mapping, wireframing, and prototyping

Using AI to conduct research and assist in developing personas, storyboards, information architecture, wireframes, and prototypes

Working with **remote teams** and clients throughout the product lifecycle

Mentoring junior members of the team in UX best practices, including how to present to clients, how to give and receive feedback, how to prioritize tasks, and using ethical, accessible design

Estimating projects by creating timelines for research, wireframe, and visual comps to present to stakeholders

Designing and building user-friendly, stable, and dynamic digital products by utilizing knowledge of UI design, web/mobile app standards, and UX best practices

Utilizing **data-driven experience design** to create more effective and human-centered designs

Creating **usability test** plans, participant screeners, facilitating user interviews and design studios, producing reports, and presenting findings to team members, stakeholders, and executives

Utilizing **UX research methods** such as card sorts, benchmark studies, diary studies, participatory design, heuristic evaluation, and clickstream analysis to understand the user intent and mental model

Developing **personas and journey maps** to help guide the team and stay focused on the user

Utilizing storyboards and other **rapid visualization** tools to generate UI design ideas and workflows quickly

Creating **sitemaps and wireframes** based on historical research, feedback from user testing, requirements, personas, and Subject Matter Expert input

Developing **interactive prototypes** for usability testing and development

Building and maintaining **pattern libraries**, design guidelines, and design principles

Working with **cross-functional teams** (development/product management /marketing/compliance/research, etc.) in both **agile and waterfall** environments to create engaging, practical research and design solutions

Introducing **web accessibility** at an enterprise level and creating guidelines and workflows to ensure inclusive design

Contributing expertise to **client pursuits**

Directing agencies through the creative process to produce useful designs that adhere to brand standards

Creating production-ready **page designs and layouts**

Building and maintaining **style guides**

Working with writers, illustrators, photographers, and doctors to **design accurate and consumable** information for complex medical issues

Creating **high-fidelity mock-ups** and final visual design assets

Working **directly with clients** to understand their goals and product strategy

Proofreading documents through all stages of design

SKILLS:

Understanding of qualitative and quantitative methods for User Research: Interviews, card sorts, diary studies, participatory design, click stream analysis, heuristic evaluation, etc. Also:

- Figma
- AI-Powered UX
- Generative UI
- Conversational Interfaces
- Machine Learning Integration
- Ethical AI
- Lean principles
- Adobe Creative Suite (XD, Photoshop, Illustrator)
- Axure
- HTML/CSS
- Wordpress

- Collaboration tools: *SharePoint, Azure DevOps, JIRA, Aha, Mural, Miro*
- Microsoft Office: *Word, Excel, PowerPoint*
- MAC & PC Proficient

EDUCATION:

City College of San Francisco *Graphic Communications, A.A.* 2002 - 2004

Truman State University *Business Administration, B.A.* 1989 - 1993

Human Factors International Course: *The Science and Art of Effective Web and Application Design*

Human Factors International Course: *How to Design for Persuasion, Emotion, and Trust*

Cooper Course: *Interaction Design*

PRESENTATIONS:

‘The Revolution Will Be Accessible: How to Start a Grassroots Accessibility Movement’

STLUX - 2014

LINKS:

LinkedIn: <https://www.linkedin.com/in/jseitz71/>

Portfolio: <https://johnseitzportfolio.com/>