

John Seitz Senior UX/Product Designer

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SUMMARY:

Senior UX/Product Designer and strategic design leader with over 20 years of experience delivering impactful, inclusive, and data-informed digital solutions. Proven ability to lead end-to-end product design from concept to launch, translate complex systems into intuitive user experiences, and drive cross-functional alignment in agile environments. Passionate advocate for accessibility, AI-enhanced UX, and ethical design, with a strong record of mentoring teams, scaling design systems, and aligning product direction with user and business goals. Equally comfortable leading vision at a strategic level and executing detailed design work to pixel perfection.

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

Accomplishments

- Led design and implementation of an AI-enhanced UX framework at Bayer, improving research workflows and reducing design iteration time by 30%.
- Spearheaded enterprise accessibility initiative, resulting in WCAG compliance across 30+ digital properties and improved usability for users with disabilities.
- Guided redesign of a high-impact healthcare platform, increasing user task completion by 40% and streamlining complex workflows for medical professionals.
- Championed design system adoption across web and mobile, reducing friction between design and development and accelerating release cycles.

Leadership & Mentorship

- Mentored junior and mid-level designers across teams, promoting accessibility, ethical design practices, and strong presentation skills.
- Provided design feedback, direction, and career guidance to support team growth and performance.
- Built a collaborative design culture by facilitating critiques, cross-team workshops, and peer learning sessions.
- Advocated for user-centered design and accessibility at the organizational level, influencing product strategy and team norms.
- Partnered with product and engineering leaders to align design direction with strategic goals and technical feasibility.

UX Strategy

- Led user-centered design initiatives at both strategic and executional levels, aligning product goals with user needs.
- Scoped UX projects by estimating timelines for research, wireframes, and visual comps.
- Worked directly with clients to understand goals and define product strategies.
- Mentored junior designers on accessibility, ethical design, feedback, and presentation skills.

Design Execution

- Created journey maps, sitemaps, wireframes, and high-fidelity prototypes based on user research and stakeholder input.
- Developed production-ready visual design assets and layouts.
- Maintained scalable design systems, style guides, and pattern libraries.

Research & AI Integration

- Leveraged AI tools to enhance user research and accelerate development of personas, storyboards, and information architecture.
- Designed and facilitated usability tests, card sorts, and heuristic evaluations.
- Created and analyzed clickstream data, diary studies, and benchmark studies to inform design decisions.

Cross-Functional Collaboration

- Partnered with development, marketing, compliance, and product management teams throughout the product lifecycle.

- Directed creative agencies to ensure alignment with brand and UX standards.
- Built workflows and guidelines to introduce web accessibility across the enterprise.

Additional Highlights

- Designed complex healthcare content in collaboration with doctors, writers, and illustrators to ensure accuracy and usability.
- Proofread and edited documents through all design stages.

TOOLS & TECHNOLOGIES:

- **Design & Prototyping**
Figma, Adobe XD, Illustrator, Photoshop, Axure, InVision, Sketch
- **AI & Emerging Tech**
AI-Powered UX, Generative UI, Conversational Interfaces, Machine Learning Integration, Ethical AI
- **UX Research & Methods**
Qualitative & Quantitative Research, User Interviews, Card Sorting, Diary Studies, Participatory Design, Clickstream Analysis, Heuristic Evaluation, Lean UX, Accessibility (WCAG), Human-Centered Design, Design Systems
- **Front-End & CMS**
HTML/CSS, WordPress
- **Collaboration & PM Tools**
Miro, Mural, JIRA, Azure DevOps, Aha!, SharePoint, Confluence
- **Productivity**
Microsoft Office (Word, Excel, PowerPoint), Mac & PC Proficient

EDUCATION:

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

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

Certifications & Professional Development

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

- Human Factors International: *How to Design for Persuasion, Emotion, and Trust*
- Cooper: *Interaction Design*

PRESENTATIONS:

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

LINKS:

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

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