John Seitz   Senior UX/Product Designer

(314) 814-0189 | St. Louis, MO | seitzology@gmail.com | LinkedIn | Portfolio

SUMMARY:

Senior UX/Product Designer with 20+ years of experience designing intuitive, inclusive, and data-informed digital experiences. Skilled in end-to-end (0-1) product design, rapid comprehension and visualization of complex subject matter, AI-driven research, accessibility advocacy, and team mentorship. Proven track record of leading cross-functional teams to deliver impactful solutions across web and mobile platforms.

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

UX Strategy & Leadership

- 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

- Used AI tools to enhance user research, develop 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

- **Front-End & CMS**

  HTML/CSS, WordPress

- **UX Principles & Methodologies**

  Lean UX, Accessibility (WCAG), Human-Centered Design, Design Systems

- **Collaboration & PM Tools**

  Miro, Mural, JIRA, Azure DevOps, Aha!, SharePoint, Confluence, Notion

- **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

Professional Courses

- 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/