

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.

EXPERIENCE:

Dexian (Bayer) | Senior Product Designer | *February 2022 - Present*

- Led UX design and research efforts across a range of complex scientific products, from concept to delivery
- Designed intuitive, user-centered interfaces that aligned with both user needs and business goals
- Collaborated cross-functionally with product managers, engineers, and scientists to bring cohesive design solutions to life
- Created wireframes, interactive prototypes, and high-fidelity mockups to communicate design intent and drive alignment
- Guided and mentored peers in visual design systems, interaction patterns, and scalable UI architecture
- Worked with a proprietary design system to create compelling UIs

Perficient, Inc. | Senior UX Architect | *October 2015 - February 2022*

- Conducted UX activities on a strategic level, as well as performing more hands-on duties such as journey maps, wireframes, and prototyping
- Contributed expertise to client pursuits by representing the agency's design skills and fielding potential client questions
- Worked with remote teams and clients across the globe
- Mentored junior members of the team in UX best practices, including how to present to clients, how to give and receive feedback, and how to prioritize tasks
- Estimated projects and created timelines for research, wireframes, and visual comps

Scottrade, Inc. | Senior UX Designer | March 2008 - August 2015

- Designed and built user-friendly, stable, and dynamic digital products by utilizing knowledge of UI design, web/mobile app standards, and UX best practices
- Created usability test plans, participant screeners, facilitated user interviews and design studios, created reports, and presented findings to team members, stakeholders, and executives
- Utilized UX research methods such as card sorts, benchmark studies, diary studies, participatory design, heuristic evaluation, and clickstream analysis to understand user intent and mental model
- Developed personas and journey maps to help guide the team and stay focused on the user
- Utilized storyboards and other rapid visualization tools to generate UI design ideas and workflows
- Created sitemaps and wireframes based on historical research, feedback from user testing, requirements, personas, and Subject Matter Expert input
- Developed interactive prototypes for usability testing and development
- Built and maintained pattern libraries, design guidelines, and design principles
- Worked with cross-functional teams in both agile and waterfall environments to create engaging, practical research and design solutions
- Introduced web accessibility at an enterprise level and created guidelines and workflows to ensure its adoption
- Directed agencies through the creative process to produce designs that adhere to brand standards
- Coded websites using HTML5, CSS3, PHP, and other current and emerging technologies

Krames | Graphic Designer | September 2006 - March 2008

- Created production-ready page designs and layouts
- Built and maintained style guides
- Worked with writers, medical illustrators, photographers, and doctors to design accurate and consumable information for complex medical issues

Chrisad | Graphic Designer | May 2004 - September 2006

- Created high-fidelity mock-ups and final visual assets
- Worked directly with clients to understand their marketing goals, present designs, and receive feedback
- Proofread documents through all stages of design

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, ChatGPT, Sora, Midjourney, Dall-e 3, Colormind
- **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
- **Truman State University** - B.A. in Business Administration

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/>