

John Seitz

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SUMMARY

- Senior Product Designer and strategic design leader 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
- Hands-on experience designing and scaling complex SaaS design systems that promote consistency and efficiency
- Design expertise with branding, visual design, and content design to create cohesive, engaging, and user-centered, customer-facing digital experiences.
- 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

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, Claude, ChatGPT, Sora, Midjourney, Dall-e 3, Colormind, Gemini, Copilot
- **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 Tools:** Microsoft Office (Word, Excel, PowerPoint), Mac & PC Proficient

EXPERIENCE:

UX Consultant | Drop Collaborative | January 2026 - Current

- Designed intuitive enterprise software experiences by utilizing Figma and Figma Make that reduced workflow complexity and improved usability across multiple compliance-driven applications.
- Partnered with cross-functional teams to deliver product features from discovery through implementation, reducing design-to-development iteration by **30%**.
- Produced wireframes, interactive prototypes, and high-fidelity designs using Figma + Claude that accelerated stakeholder alignment and shortened design approval cycles by **50%**.

- Established a scalable design system in Figma that improved UI consistency while reducing new feature design time by 70%.

Senior Product Designer | Dexian (Bayer) | February 2022 – July 2025

- Led end-to-end UX strategy and research utilizing Figma, Miro, and Azure Devops for complex scientific software used by global research teams, improving adoption across multiple business units.
- Designed a unified scoring platform that consolidated dozens of fragmented laboratory workflows, resulting in:
 - **87%** of laboratories migrating to the new platform
 - **320%** faster turnaround from request to results
 - **47%** reduction in retests caused by human error
- Facilitated workshops with scientists, product managers, and engineers to simplify highly technical workflows into intuitive user experiences.
- Used Figma to create interactive prototypes and high-fidelity designs that accelerated executive buy-in and reduced development rework by **30%**.
- Mentored designers on scalable interaction patterns, accessibility, and design systems, improving design quality and consistency across products.
- Leveraged Bayer's enterprise design system to create reusable components that reduced duplicate design effort and accelerated product delivery.

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

- Led UX strategy and execution for Fortune 500 clients across healthcare, finance, retail, and manufacturing, delivering enterprise digital products from discovery through launch.
- Played a key role in business development by presenting UX strategy during client pursuits, helping secure **\$10M** in consulting engagements.
- Successfully collaborated with globally distributed teams across multiple time zones, delivering projects on schedule for clients worldwide.
- Mentored junior UX designers, increasing team capability and improving presentation quality and client satisfaction.
- Estimated UX workstreams and created project roadmaps that improved forecasting accuracy and resource planning.

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

- Designed intuitive web and mobile experiences serving millions of investors while improving usability and customer satisfaction.

- Planned and facilitated usability studies, interviews, and design workshops that directly influenced product roadmap decisions.
- Conducted user research using card sorting, diary studies, heuristic evaluations, clickstream analysis, and participatory design to identify high-impact UX improvements.
- Created personas, customer journeys, and service blueprints that aligned cross-functional teams around customer needs.
- Developed wireframes, information architecture, and interactive prototypes that reduced development ambiguity and accelerated feature delivery.
- Built and maintained enterprise pattern libraries that improved consistency across digital products.
- Introduced enterprise-wide accessibility standards, helping establish scalable WCAG practices adopted across multiple teams.
- Directed outside agencies to ensure consistent brand execution while improving delivery efficiency.
- Developed front-end code using HTML5, CSS3, and PHP to rapidly prototype concepts and improve collaboration with engineering teams.

EDUCATION:

- B.A. in Business Administration | Truman State University
- A.A. in Graphic Communications | City College of San Francisco

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*

PRESENTATION:

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