

**Jon
Sandruck
is a design leader
with a point of
view informed
by ten years of
entrepreneurship,
hundreds of usability
tests, thousands of
lines of code, millions
of active users, and
1.4 billion dollars.**

CONTACT

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I apply Human-Centered Design to discover and frame problems, and a hands-on Design Thinking approach to produce desirable and feasible solutions. I build partnerships with stakeholders and peers to drive informed product decisions based on quantitative and qualitative user feedback. I nurture an environment where designers can flourish and contribute value to every stage of a project, from generative research and strategy to production and optimization. I lead designers to translate complex needs and objectives into powerful and easy-to-use digital products. I advocate for the ability of design to transform business.

SKILLS

Design Management
Human-Centered Design
Design Thinking
Workshop Facilitation
Public Speaking
Creative Direction
User Experience (UX) Design
Interaction Design (IxD)
Information Architecture
User Interface (UI) Design
Prototyping
Design Research
Usability Engineering
Mobile Application Design
Responsive Web Design
Graphic Design
HTML
CSS
jQuery
Javascript

TOOLS

Adobe Creative Suite
Microsoft Office Suite
Apple iWork Suite
Sketch
Invision
Mural
UserZoom

CERTIFICATIONS

Certified SAFe Agilist
Pragmatic Marketing Foundations

EDUCATION

Shepherd University
Bachelor of Fine Arts (BFA)
Shepherdstown, WV – May 2000
Cum Laude

HIGHLIGHTS

- Improved design organization engagement in employee feedback program >200% through organizational and procedural changes.
- Directed design of next-generation Point Of Sale for the world's largest retail travel agency, resulting in a \$1.4 billion contract for Sabre Travel Network, and a 23.2%/\$32MM YOY increase in profit for the customer.
- Drove adoption of Human-Centered Design in Sabre Travel Network
- Improved membership in AIGA chapter 30% during a 2-year term as President
- Led design and front-end development of Sabre Dev Studio, scaling a portfolio of 6 APIs to over 100 during a 6-month beta period, while maintaining a 96% task success rate in usability testing.
- Designed Trademonster Mobile, which received the top scores for Usability and Mobile in Barron's Online 2013 "Best for Online Brokers" evaluation.
- Grew a freelance design practice into an award-winning multidisciplinary design studio, winning 36 design awards and receiving recognition 31 times in 11 publications between 2009 and 2012.

EXPERIENCE

USAA

Design Director

Plano, TX

June 2017 – Present

Recruit, manage and develop a high-performing team of designers. Direct the contribution of Design to a billion-dollar system modernization program. Facilitate the design of P&C digital product acquisition and servicing interfaces. Lead volunteer-based employee feedback program for Chief Design Office.

Sabre

Customer Experience Strategist

Southlake, TX

June 2015 – June 2017

Designed visionary artifacts to create a strategic direction for product portfolio development. Collaborated with Product Managers to develop and prioritize new products and features. Integrated Human-Centered Design into the product development lifecycle. Managed a 12-person design and research team.

Principal User Experience Designer

July 2014 – June 2015

Served as Subject Matter Expert on Interaction Design and Information Architecture. Guided the maturity of UX practice within Sabre Travel Network by authoring or contributing to standards for visual design, information architecture, interaction design, and front-end development. Managed the development of junior team members. Led research, design, and front-end development for the industry-leading Developer Experience portal, Sabre Dev Studio.

ORGANIZATIONS

AIGA Dallas/Fort Worth

Treasurer (Current)
President (2016-2018)
Vice President (2014-2016)
Website Director (2012-2014)

HONORS

Awards

PRINT Regional Design Annual 2012
American Package Design Awards 2012
American Graphic Design Awards 2011
American Web Design Awards 2011
American Graphic Design Awards 2010
American Web Design Awards 2010
American Graphic Design Awards 2009
American Web Design Awards 2009

Publications

Logo Lounge Vol.7
LogoLounge Master Collection Vol.4
Visual Marketing: 99 Proven Ways...
Trademarks USA 2
Trademarks USA
Logoliscious
The New Big Book of Layouts
Designing for the Greater Good
Logo Lounge Master Collection, Vol.1
Logo Lounge Vol.5

Sabre (continued)

Senior User Experience Designer

Southlake, TX
January 2013 – July 2014

Designed software workflows and user interfaces for expert users of Sabre's Travel Agency POS. Created information architecture schematics, wireframes, and mockups for the detailed design of application states and screens. Observed and integrated findings from usability testing.

xCube LABS

Senior Interaction Designer

Dallas, TX
April 2012 – January 2013

Designed mobile applications and games for clients, including Trademonster, Sharp, and Mastercard, among others. Led the design team as a client-facing facilitator of collaboration exercises. Mentored junior design staff.

ohTwentyone (self)

Principal & Creative Director

Colleyville, TX
March 2005 – April 2012

Operated multidisciplinary design studio by leading branding, print, and web design projects for small business and association clients.

Paramount Mortgage

Director of Marketing

Fort Worth, TX
March 2003 – March 2005

LeftUpstairs Studios (self)

Principal & Senior Designer

Shepherdstown, WV
June 2001 – March 2003

Jon Walker Graphic Design (self)

Partner & Designer

Shenandoah Junction, WV
January 2000 – June 2001