

# JON SANDRUCK

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## SKILLS

Design Research  
Human-Centered Design  
Design Thinking Facilitation  
Prototyping  
Interface Design  
Interaction Design  
Graphic/Visual Design  
Adobe CS/CC (Ps, Ai, Id, Dw, Acrobat)  
Front-end development (HTML/CSS/JS)

## CERTIFICATIONS

Certified SAFe Agilist  
Pragmatic Marketing Foundations

## HONORS

2012 Regional Design Annual - Print Magazine  
Logo Lounge Vol.7 - Rockport  
American Package Design Awards 2012 - GDUSA  
American Graphic Design Awards 2011 - GDUSA  
LogoLounge Master Collection Vol.4 - Rockport  
American Web Design Awards 2011 - GDUSA  
Visual Marketing: 99 Proven Ways... - Wiley  
Trademarks USA 2 - Ampix  
American Graphic Design Awards 2010 - GDUSA  
Trademarks USA - Ampix  
American Web Design Awards 2010 - GDUSA  
Logoliscious - Harper Collins  
The New Big Book of Layouts - Harper Collins  
American Graphic Design Awards 2009 - GDUSA  
Designing for the Greater Good - Harper Collins  
Logo Lounge Master Collection, Vol.1 - Rockport  
American Web Design Awards 2009 - GDUSA  
Logo Lounge Vol.5 - Rockport  
Eagle Scout - BSA

## ORGANIZATIONS

AIGA DFW - Treasurer (Current)  
AIGA DFW - President (2016-2018)  
AIGA DFW - Vice President (2014-2016)  
AIGA DFW - Website Director (2012-2014)  
IxDA - General Member

## EDUCATION

Shepherd University, BFA  
Shepherdstown, WV—May 2000  
*Cum Laude*

Ardent human-centered designer and servant-leader. Creates an environment where designers can do great work, grow professionally, and master their craft. Applies a cognition-based design approach to brand, user experience, and service design projects. Employs design thinking to facilitate understanding between the design team and external stakeholders. Conducts design research to inform visionary artifacts that are usable, desirable, and feasible.

## EXPERIENCE

### **Design Director, USAA** PLANO, TX—JUNE 2017 TO PRESENT

Lead a small team of designers to support USAA's Auto Ownership Experience. Coordinate with business and technical stakeholders to guide new products and features from strategic conception through technical execution. Manages the professional development of team members, coaching them to maturity in their craft and as a professional. Contribute to USAA's transition to SAFe (Scaled Agile Framework for Enterprise) by using the Kano method to define User Value as part of WSJF (Weighted Shortest Job First).

### **Customer Experience Strategist, Sabre** SOUTHLAKE, TX—MAY 2105 TO JUNE 2017

Lead the design of visionary artifacts to guide product portfolio development. Integrate Design Thinking and Human-Centered Design into product marketing and development lifecycles. Lead design for next-generation point-of-sale software, contributing to a \$1.4 billion contract with the world's largest retail travel agency. Serve as interim manager and program manager for a large cross-functional design and research team. Create and facilitate design-thinking workshops to help marketing teams integrate stakeholder feedback into product roadmaps. Conduct on-site design research, quickly funneling insights back to remote design team by creating a nightly findings podcast.

### **Principal UX Designer, Sabre** SOUTHLAKE, TX—JULY 2014 TO MAY 2015

Lead the design of digital products within Sabre Travel Network. Advance the maturity of the UX design practice. Contribute to standards for visual design, interaction design, service design, design research, and front-end development for prototypes. Support the professional development of junior team members. Authored a diagramming standard for the documentation of process and application flows. Lead research, design, and front-end development for Sabre Dev Studio; Sabre's industry-leading Developer Experience portal. Contribute to visual and interaction design framework by leading interaction design and front-end development.

### **Senior UX Designer, Sabre** SOUTHLAKE, TX—JANUARY 2013 TO JULY 2014

Design software workflows and interfaces for expert users. Observe and integrate findings from usability testing. Evangelize the value of UX to the organization. Develop and improve processes that provide organizational value through design.

### **Senior Interaction Designer, [x]cube LABS** DALLAS, TX—MAY 2012 TO JANUARY 2013

Translate client requirements and use-case scenarios into software architecture, design patterns and user interfaces for mobile applications and games. Collaborate with teammates in a client-facing capacity as a leader of Design Thinking. Manage and mentor junior design staff.

### **Principal & Creative Director, ohTwentyone** COLLEYVILLE, TX—2005 TO MAY 2012

Owner & operator of a small multidisciplinary design studio. Lead branding, print and web design projects for small business and association clients. Managed a small team of designers, account managers, and developers.

### **Marketing Director, Paramount Mortgage** FORT WORTH, TX—2003 TO 2005

Plan and execute 25 loan officers' marketing initiatives. Lead branding and website redesign efforts. Managed integration of Customer Relationship Management (CRM) system into loan origination process.

### **Principal & Senior Designer, LeftUpstairs Studios** SHEPHERDSTOWN, WV—2001 TO 2003

Lead print, web, and branding design projects for small business and non-profit/association clients.

### **Partner & Designer, Jon Walker Graphic Design** SHENANDOAH JUNCTION, WV—2000 TO 2001

Design print, web, and branding projects for small business and national non-profit/association clients.