

Jon Sandruck

Head of Design

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Summary

Multi-disciplinary design leader with over 20 years of experience applying human-centered design to projects, teams, and organizations. By directly connecting human needs to purposeful outcomes, I have repeatedly created superior results for users and stakeholders in the form of improved usability, satisfaction, engagement, and revenue.

Highlights

- Improved participation in employee engagement program by over 200% by activating volunteers and focusing on delegation, transparency, and communication.
- Increased membership in AIGA DFW by 30% while President by instituting human-centered programming.
- Directed design of a revolutionary point of sale for the world's largest retail travel agency; securing a \$1.4 billion/10-year contract and resulting in a 23% YOY increase in profit for the pilot customer.
- Led the design of a mobile trading app that won Barron's "Best Online Brokers" in 2013 and 2014 due to usability.
- Grew a freelance design business into an award-winning studio; winning 36 awards and receiving recognition 31 times in 11 publications between over 3 years.

Experience

Stealth Fintech Startup

March 2021—Present

Head of Design

Operational leader, hiring manager, and most-senior designer.

- Recruited and managed multi-disciplinary design teams covering UX, Marketing, and Events for two companies simultaneously.
- Led the design of cryptocurrency and options trading platforms concurrently, including creating a unified Design Language System spanning both products and brand.
- Drove company branding (naming, core traits, corporate ID, tone of voice). Created an integrated design standard that governs brand, marketing, and digital product design.
- Facilitated definition and prioritization of product vision and long-term roadmap.
- Established processes, standards, and practices governing the relationship between Product, Design, and Development.

USAA

June 2017—March 2021

Design Director

Hiring manager and Creative Director for a high-performing team of designers supporting P&C.

- Used human-centered methods to influence vendor selection, strategic direction, and product vision for a billion-dollar system modernization effort involving 2700 features updating 86% of P&C's system architecture. Supported 450 developers across 9 release trains.
- Led volunteer-based employee engagement program for Chief Design Office. Directed a team of 40, including volunteer managers. Reported results directly to Chief Design Officer.
- Facilitated the design of an Augmented Reality Car Buying innovation pilot, resulting in 17% quote generation and coverage in Forbes.

Sabre

June 2015—June 2017

Customer Experience Strategist

Portfolio-level design strategist, working with Product Managers to create vision and roadmaps.

- Integrated Human-Centered Design into the product development life cycle. Planned and facilitated workshops with every legacy domestic air carrier.
- Directed a 12-person team of designers and researchers to create a next-generation travel agent point of sale; creating \$32 million in incremental profits for our pilot customer in the first year.
- Oversaw the development of pioneering flights merchandising capabilities that continue to drive industry innovation to this day.
- Spoke on behalf of Sabre at multiple international conferences: Big Design, Global Business Travel Association, and Online Travel Executives Forum.
- Traveled internationally conducting on-site user research and Design Thinking workshops.

Sabre Principal User Experience Designer
 July 2014—June 2015 Subject matter expert on interaction design and information architecture.

- Guided the maturity of UX practice by authoring standards for visual design, information architecture, interaction design, and front-end development.
- Managed the professional development of junior team members.
- Led research, design, and front-end development for the industry-leading developer-experience portal, Sabre Dev Studio.

Sabre Senior User Experience Designer
 January 2013—July 2014 Designed workflows and interfaces for expert users of Sabre's Travel Agency POS. Created information architecture schematics, wireframes, and mockups for websites, mobile apps, and desktop software.

xCube LABS Senior Interaction Designer
 April 2012—January 2013 Designed mobile applications and games for clients including Trademonster, Sharp, Mastercard, Rovio, CBS, and Dreamworks. Led client-facing collaboration. Mentored junior design staff.

ohTwentyone (self) Principal & Creative Director
 March 2005—April 2012 Owner and Principal Designer of multidisciplinary design studio specializing in brand and UX projects for small businesses and non-profit organizations.

Organizations

AIGA Dallas/Fort Worth
 2016-2018 **President**
 2014-2016 **Vice-President**
 2012-2014 **Website Director**

Education

Shepherd University Bachelor of Fine Arts in Graphic Design
 Shepherdstown, WV Cum Laude

Achievements

Awards	American Package Design Awards 2012	American Web Design Awards 2010
	American Graphic Design Awards 2011	American Graphic Design Awards 2009
	American Web Design Awards 2011	American Web Design Awards 2009
	American Graphic Design Awards 2010	Eagle Scout, Boy Scouts of America

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

Skills

Recruiting	Facilitation	Information Architecture	Mobile App Design
Leadership	Communication	User Interface (UI) Design	Responsive Web Design
Relationship Management	Creative Problem Solving	Prototyping	HTML
Human-Centered Design	User Experience (UX) Design	Design Research	CSS
Design Thinking	Interaction Design	Usability Engineering	Javascript

Tools

Adobe CC	Keynote	Mural	Optimal Workshop
Microsoft Office	Figma	UserZoom	yEd