

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 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.

