

JOHN M. SANCHEZ

SENIOR USER EXPERIENCE PROFESSIONAL

CONTACT

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SKILLS & TOOLS

Sketching, Wireframes, Sketch App, Interaction Design, Rapid Prototyping, Invision, Flinto, Principle, User Research, Adobe Analytics, Foresee, FullStory, Usability Testing, UserTesting.com, Competitive Analysis, A/B Testing, Product Strategy, Contextual Inquiry, Stakeholder Interview, Agile Methodology, Presentation, HTML/CSS, Personas, User Stories, Card Sorting, Site Maps

WORK EXPERIENCE

Senior Product Designer, Glowforge

09/2017 – Present

Sole user experience designer responsible for design of all digital products including the public-facing marketing and ecommerce site, the Glowforge software and the customer-only design catalog and Proofgrade material store. Operating in a fast-paced, rapid-fire startup environment serving ever-changing business needs.

UX Designer, Alaska Airlines

01/2016 – 09/2017

Worked as lead UX designer on both the shopping and checkout product teams, I helped innovate and iterate on Alaska Airline's core feature sets. As a team we drove new features including upgrading to Premium Class seats, paying with Visa Checkout, purchasing flights to Cuba, and improving the process to change or cancel one's flights—in addition to the daily evolution of existing features. In our agile environment I was able to rapidly design, prototype and test to deliver value to both the customer and the business.

- One of two designers accountable for designing the end-to-end experience for purchasing the new Premium Class and revised Preferred Plus products on alaskaair.com. Process includes competitive analysis, sketching, wireframing, interaction design, developing prototypes, and conducting user testing.
- Responsible for drafting, conducting and analyzing a number of remote usability studies, most notably one following complete site redesign in January 2016.
- Partner with My Account product team to synthesize user feedback, develop product roadmap and conceptualize design vision.

UX Research Consultant (Contract), Boeing Employees' Credit Union (BECU)

12/2015 – 12/2015

Conducted usability audit of new employee knowledgebase platform, performing contextual inquiries, authored test script and moderated 20 usability tests. Resulted in a comprehensive report capturing summary of analysis and recommendations.

UX Consultant (Contract), The Creative Group, Seattle

09/2015 – 10/2015

Scoped out work and identified user experience staffing needs for varying clients. "Bench consultant" available on a project basis.

UX Designer, Academy Sports + Outdoors

10/2011 – 09/2015

(Texas-based sports and outdoors retailer. Operates more than 200 stores across the southeastern United States and sells online at academy.com with sales exceeding \$4 billion. Ranked #114 in Forbes list of America's Largest Private Companies.)

Lead UX Designer and Researcher for Academy's small ecommerce experience team. Responsible for developing our user centered design process, expanding our team's tool belt of research methods, and cultivating a design culture. Participated in the design of every page on our ecommerce site, and developed experiences for our desktop, mobile and associate application. My background includes additional roles in product management, development and marketing.

Accomplishments:

- Identified design opportunities in our mobile checkout experience after 2 weeks, through conducting user testing and A/B testing, which resulted in \$18k in incremental revenue, as well as positive lifts in conversion rate and cart abandonment.
- Led the iterative design and research of our checkout process, including user flows, wireframes and prototypes, contributing to a 3x increase in conversion.
- Owned the user research, information architecture, interaction design and prototyping for our most recent Store Locator redesign, increasing customer satisfaction per qualitative analysis, and significantly decreasing number of Foresee complaints specific to the Store Locator experience.
- Responsible for developing the foundation of our team's user experience practice, including defining our first set of personas, and developing our first style guide and pattern library, among other artifacts.

UX Developer, LyntonWeb

08/2010 – 10/2011

Served as developer, project manager, and marketer. Consulted on and managed several website re-designs and technology projects, including Hubspot integrations with client specific CRM platforms including MS Dynamics, Netsuite and Salesforce.

Independent Consultant, Holla Designs

11/2009 – 08/2010

Web Developer, Levanta Interactive

02/2009 – 11/2009

Technical Project Manager, alliantgroup

05/2008 – 02/2009

Junior Applications Developer, GSD&M

08/2005 – 11/2007

VOLUNTEER

President, Texas Exes Puget Sound Chapter

07/2016 – Present

Serve as the president for the Puget Sound chapter of Texas Exes, the alumni association for the University of Texas at Austin. Responsibilities include leading a growing group of volunteers and directing our high level objectives including: engaging alumni, students and friends of the university in the Puget Sound; building a scholarship fund; giving back to our neighborhoods through community service; and continuously champion the University of Texas.

EDUCATION

The University of Texas at Austin, McCombs School of Business

Bachelor of Business Administration, Management Information Systems

2006