

# James Wondrack

Director/Lead Product Designer

Pittsford, NY 14534  
james.wondrack@gmail.com  
(585) 880-7733

www.jameswondrack.com  
linkedin.com/in/james-wondrack

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## PROFESSIONAL PROFILE

Strategic and user-focused product design leader with 20+ years of experience developing game-changing products and user experiences; entrepreneurial innovator with heart and soul of a creative.

Insightful leader, visionary, and creator of world-class products spanning various mediums, technologies, and industries; drive product development and customer advocacy using blend of creativity, data-driven insights, and leadership.

Affable coach and mentor with vast experience overseeing every aspect of product cycle, including strategy, research, concept ideation, and implementation; keen ability to lead staff and collaborate with diverse members of cross-functional teams.

## AREAS OF EXPERTISE

- Product Development
- User Experience (UX) Design
- User Interface (UI) Design
- Wireframing
- Human-Centered Design
- Prototyping
- Product Conception & Design
- User Empathy
- Stakeholder Management
- Interaction Design
- User Research
- Cross-Team Collaboration
- Concept Development

## EDUCATION

**Bachelor of Fine Arts, Industrial Design**  
Rochester Institute of Technology  
Rochester, New York

## NOTABLE ACHIEVEMENTS

- Earned reputation throughout career for ability to build and lead dynamic design teams that achieve results; adept at quickly assimilating to complex systems and architecting effective user-centered solutions using analytical mindset to define design-centric performance indicators.
- Spearheaded redesign of \$220M product line for Honeywell's fire and safety division during time with Ogilvy; generated significant sales interest, reduced user training, and decreased technical installation overhead.
- Earned multiple awards, including 2015 American Business Awards "The Stevies" – Silver, 2015 International Design for Experience Awards – Finalist, 2015 Communicator Awards, Silver Award of Distinction, and 2014 HOW Magazine In-house Design Award.

## PROFESSIONAL EXPERIENCE

### Senior User Experience Designer

March 2019 to Present

Corning, Inc. — Painted Post, New York

Hold full accountability for directing program-wide design activities; ensure best practices within existing product development groups by leveraging human-centered design approaches. Govern all design activities and deliverables covering UX architecture, wireframing and prototyping, user research, usability studies, UI, and visual design solutions.

#### Key Project:

- Revamped and designed interface to query Glass and Ceramics data to yield datasets and predictive properties to inform Scientists' hypotheses and expedite new material discovery.

### User Experience Director

January 2018 to March 2019

Rivet CX Group — Pittsford, New York

Managed creation and delivery of new product user experiences. Supervised and coached internal and external teams during strategy and design phases. Demonstrated leadership skills by establishing human-centered design approaches and best practices for design operations. Ideated and executed solutions for UX architecture, wireframing and prototyping, UI, and visual design

#### Key Project:

- Spearheaded project for Kodak that leveraged artificial intelligence to quantify image quality and streamline image curation process.

### Senior UX Designer

October 2016 to October 2017

Datto, Inc. — Rochester, New York

Collaborated with emerging technologists and product management team to deliver two products on time and within scope of budget. Liaised with clients to ensure specifications were met.

#### Key Projects:

- Streamlined front-end efforts and decreased time to market by implementing more efficient UI system for Datto Network Appliance (DNA).
- Oversaw re-design of next generation of cloud-to-cloud services including admin management and client interfaces for SaaS Protection product.

## PROFESSIONAL EXPERIENCE, CONTINUED

### Lead Experience Architect

June 2013 to July 2016

Ogilvy (as EffectiveUI) — Rochester, New York

Earlier in my career, I was responsible for all aspects of developing award-winning user experiences for a variety of products. I gathered project requirements and determined our scope of work including activities and resource plans.

I identified user experience-specific KPIs while guiding my team through design tasks including strategy and planning, UX architecture, wireframing, prototyping, validation, UI, and visual design deliverables.

#### Key Projects:

- Created mobile pharmacy POS for Patient Engagement Advisors; conducted and utilized ethnographic research to aid data-driven design approach which enabled hospitals achieve greater patient post-visit success rate.
- Significantly improved team member productivity and streamlined workflows by architecting entirely new “Digital Workplace” platform to replace existing Intranet.

## ADDITIONAL EXPERIENCE

### Design Director

Wondrack Design Co. — Rochester, New York

### Adjunct Professor

Rochester Institute of Technology — Rochester, New York

## RECENT AWARDS

- 2015 American Business Awards (“Stevies”) — Silver
- 2015 International Design for Experience Awards — Finalist
- 2015 Communicator Awards — Silver Award of Distinction
- 2014 HOW Magazine In-house Design Award
- 2012 The Web Marketing Association Standard of Excellence Award
- 2012 OMMA Competition — Finalist
- 2012 AIGA New York State of Design Judges’ Choice Award
- Rochester Business Journal’s Best of the Web Best of Category — Multiple Wins
- PRism and ADDY Awards — Multiple Wins