

James Wondrack

Director/Lead Product Designer

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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; streamlined functional footprint almost 50%, 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

Lead program-wide human-centered design operations; establishing best practices, and creating Corning's first UX Design System. Govern all design activities and deliverables covering UX architecture, wireframing and prototyping, user research, usability studies, UI, and visual design solutions.

Key Project:

- Researched and designed interface to query multiple scientific databases to yield bespoke 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 reduced clicks for key tasks by 60% and enabled hospitals achieve greater patient post-visit success rate.
- Significantly improved team member productivity and streamlined key workflows by average of 37% 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