

JOHN M. SANCHEZ

USER EXPERIENCE DESIGNER

CONTACT

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SKILLS

Interaction Design, Sketching, Wireframes, Prototyping, Usability Testing, User Research, Competitive Analysis, A/B Testing, Product Strategy, Contextual Inquiry, Stakeholder Interview, Agile Methodology, Presentation, HTML 5/CSS 3, jQuery, JavaScript, Information Architecture, Visual Design, Personas, User Stories, Use Cases, Journey Maps, Workflows, Card Sorting, Site Maps

WORK EXPERIENCE

UX Designer (Contract), Alaska Airlines

01/2016 – Present

- 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.
- Partner with My Account product manager to synthesize user feedback, develop product roadmap and conceptualize design vision.
- Responsible for drafting, conducting and analyzing a number of remote usability studies, most notably one following site redesign in January.

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

Directed online marketing strategies for a range of small and medium-sized businesses, with a focus on social media. Developed websites, managed related projects, and expanded business development efforts.

Web Developer, Levanta Interactive

02/2009 – 11/2009

Consulted on client projects; web architecture, design, and technology rooted in analysis and research. Built custom websites using popular web solutions such as Wordpress CMS, Zen Cart eCommerce, and PayPal.

Technical Project Manager, alliantgroup

05/2008 – 02/2009

Managed client relationships, project deliverables and consulted on innovation software development.

Junior Applications Developer, GSD&M

08/2005 – 11/2007

Designed and developed front-end user interfaces for both client and web application to interact with SQL Server 2000 and 2005.

EDUCATION

The University of Texas at Austin, McCombs School of Business

Bachelor of Business Administration, Management Information Systems
2006

ORGANIZATIONS

- Puget Sound SIGCHI
- Seattle UXPA