John R. Hottle

Senior Product Designer

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Education

Master of Science

Information & Communication Sciences

Ball State University

Bachelor of Arts

Telecommunications

Ball State University

Core Competencies

Usability Testing
Design Thinking
Moderated Research
Formative & Summative Research
Mobile-first Responsive Design
Information Architecture
Wireframing & Wireflows
Heuristic Evaluation
Rapid Prototyping
Design Systems

Work Experience

Workday (VNDLY) | Sr. UX Designer
Apr. 2020 – Present

Helped build the UX community of practice from a team of 2 to 11 designers

Pushed organizational change toward research-centric and user-centric design methodologies

Co-lead effort to build a pattern and component library and establish a design system team

Designed multiple products for second largest tech startup acquisition in Ohio history

Insight Enterprises | Sr. UX Designer
Apr. 2017 – Apr. 2020

Lead UX and product team on large enterprise banking application

Conducted and moderated over 100 individual user interviews

Independently designed responsive wireflows and prototype for a proprietary EMR/EHR system

Restructured navigational hierarchy using open and closed card sorting techniques for higher education client

Provided conceptual wireframes and responsive design strategy assets for a large construction client

Rockfish (VMLY&R) | Sr. Experience Architect
Feb. 2016 – Apr. 2017

Designed and delivered solutions on both Android and iOS platforms for a feature rich mobile application

Designed feature concepts in the form of flows, wireframes, mockups, and functional documents

Performed mobile device usability testing, including scripting, moderating, and results analysis

Constructed and presented design solutions along with recommendations and rationales to client leadership

Cars.com | Interaction Designer
Sep. 2013 - Feb. 2016

Facilitated mobile-first responsive redesign across multiple form factors

Lead global pattern library and style guide architecture for site-wide redesign

Redesigned custom CRM tool for account planning and account management

Conducted A/B and multivariate testing of design enhancements

Designed, wireframed, and prototyped winning concept for 2014 Hackathon

Performed multi-device usability testing, including scripting, moderating, and results analysis

Piloted CMS responsive redesign of editorial content

Wiley Ed. Solutions | Business/UX Analyst
Dec. 2012 – Sep. 2013

Conceptualized responsive design and architecture for online college application system

Wireframed multiple iterations and facilitated efforts with contractors

Completed heuristic reviews and usability testing

Created user stories, use cases, process flows, and performed interviews and survey analyses

Accenture, LLP | Usability Specialist Analyst
Oct. 2010 – Nov. 2012

Built and tested insurance claim inquiry prototype screens for major insurance provider

Conducted iterative storyboarding, white-boarding, and rapid prototyping

Created process flows and conceptual framework

Performed usability testing and lead iterative prototype reviews

Executed contextual inquiries and heuristic evaluations

Documented requirements and formal business documentation