



JOHN ADLAI | WWW.JOHNADLAI.COM | UX/UI design, and UX strategy

About

A demonstrated history of creating simple, inclusive and accessible experiences for all users, using human centered design methods, standard industry tools and Agile methodologies. A multi-disciplinary, methodical approach, blending technical and creative into a digital narrative, transactional experience or customer focused solution. *Currently enrolled in the IBM Enterprise Design Thinking practitioner course.*

Experience

October 2018 - Present

City National Bank (Fulltime) | Downtown Los Angeles • California | Title: Associate Vice President, Lead User Experience Designer II

- Driving design strategy using a human-centered lens for omni-channel experiences
- Human centered design and design thinking methodologies
- Product design through discovery, research and iterative delivery via components
- Creation of the first CNB Design UI kit, CNO design system, native mobile design system & iconography
- Facilitated design thinking & user testing workshops
- Mentor/team leader of a team of 7 designers & freelancers
- Interview, screen & hired multiple UX designers & writers
- Understanding & experience in accessibility – WCAG 2.1 AA compliance
- Spearheading design on CNB.com and all client-facing websites
- Redesign of three new homes pages, Personal & Business banking
- Creative lead on launch of new Private Banking website section

September 2010 - October 2018

Ministry of Design California Republic, Inc | Los Angeles • California | Title: CEO

Clients: Valley Film Festival, Manela & Co., Manela Law, Signature Creative, 118 Advertising

Private S-Corporation. Services: UX/UI Design, Art Direction, Packaging Design, Mobile App Design, Production Design, Social Media Design & Photography.

June 2017 - April 2018

Disney Movie Club (Company Client) | Glendale • California | Title: Senior User Experience Information Architect

Responsive website total redesign on DisneyMovieClub.com

Identifies user requirements by researching and analyzing user needs, preferences, objectives, and working methods; studying how users consume content, including data categorization and labeling.

Created and documented process flows, working with dynamic e-commerce website and content management system
Documented traffic sources and corresponding purchase path experiences including, landing page, shopping cart mechanics, links on page, sort/filter, and acquisition member sites etc.

Information architecture on classification & hierarchy, labels & tagging, navigation & wayfinding & search. Business goals, Lead UX, UX strategy, User analytics, User flows, UX research on product components, cart flow, search components, Competitive analysis, A clear hierarchy of prioritized content, Best practices for Search, Search box design and placement result page, Made in Sketch App & Zeplin.io

September 2017 - October 2017

Northwestern Mutual (TekSystems) | Milwaukee • Wisconsin | Title: Senior User Experience Designer

Lead UX/UI working with the R&D Digital Innovation Lab on Future technologies and solutions.

December 2016 - April 2017

RAPP / Bank of America Project (Creative Circle) | Playa Vista • California | Title: Sr. UX Designer

Clients served: Bank of America (B2C/B2B Enterprise Home Mortgage Loans)

Implemented information architecture by preparing paper and interactive prototypes and mockups including page layout and navigational elements. New Models for Creating and Assessing Content, Content Strategy, Content Hierarchy for better SEO.

August 2016 - December 2016

Los Angeles Times (Creative Circle) | Downtown Los Angeles • California | Title: UX Specialist

Responsible for the ins and outs of User Experience & Information Architecture. This includes user testing, focusing on customer journeys, user flow and creating wireframes for their e-commerce checkout.

Validated information delivery by developing and completing usability test plans; evaluating traffic patterns; studying user feedback.

March 2016 - August 2016

David & Goliath / The Lab (Through my company MOD) | El Segundo • California | Title: Freelance Designer

Working on print, broadcast and digital campaigns for Kia Motors and California Lottery OOH (print & digital)

December 2015 - February 2016

McKinsey & Company (Creative Circle) | Los Angeles • California | Title: UX/UI Specialist

Frontend & backend UX design for advanced data modeling, analytics, software solutions & restructuring support.

March 2014 - November 2015 (Booked in separate assignments)

MXM/Genex (Onward Search) | Culver City • California | Title: Senior User Experience Information Architect

Clients served: Leading Hotels of the World, Chuck E. Cheese, KILZ® Paints & Primers, Honda Motors Acura NSX Web App, Kraft, Johnson & Johnson, SeaWorld Parks & Allergan Pharmaceutical and Monterey Bay Aquarium Seafood Watch (iPhone & Android app).

Job responsibilities on enterprise clients included:

- Provided positive user experience by determining information structure for Web sites and Web applications.
- Planned information architecture by studying the site concept, strategy, and target audience; envisioning architectural scheme, information structure and features.
- Documented page tags and validate web traffic reporting
- Organized information by translating user behavior into media structure and elements; crafting interactive experiences; producing workflow diagrams, user scenarios and flowcharts.
- Implemented information architecture by preparing paper and interactive prototypes and mockups.

February 2013 - December 2014

America's Funniest Home Videos (Creative Circle) | Los Angeles • California | Title: UX Designer

Information Architect, Lead UX and Lead UI for AFV.com. America's Funniest Home Videos loved my work so much we got approval for a complete new responsive web redesign. *Warning: viewing this website will result in belly aches!*

October 2012 (2 week assignment)

NBCUniversal (Creative Circle) | Universal City • California | Title: UX/UI Specialist

Web UX/UI for NBC.com relaunch.

December 2011-September 2012

One Eighteen Advertising (Through my company MOD) | Los Angeles • California | Title: UX/UI Designer

Clients served: Blackstone Consulting, Gaviña Coffee, Invitation Homes, Poms & Pop Chips.

Previous Work Experience 2004-2011:

And Company | Los Angeles • California | Title: UX Specialist

IA and UX for The Price is Right website relaunch for their client Freemantle Media.

Five By Five | Santa Monica • California | Title: Lead UX Designer

Lead UX/UI for new site for Rihanna.

Booz Digital (now BCG) | Los Angeles • California | Title: Lead UX Designer

Web UX/UI, RESPONSIVE website for new digital agency.

Rosetta / Level Studios | San Luis Obispo • California | Title: Social UX/UI Senior Designer

Worked on social media pages for Samsung Mobile. Pages include Facebook, Twitter, YouTube and Google+.

A Hundred Years | Los Angeles • California | Title: UX Specialist

Web IA and UX for new online educational courses.

Belkin | Playa Vista • California | Title: Mobile UX/UI Designer & iOS/Android Architect

Native app design for iOS and Android for Wemo home automation.

DIRECTV | El Segundo • California | Title: Mobile UI Designer

Interactive TV Advertising (iTV), Movie Guide Banners, Static Ad Units, Digital Ad Units & native apps iOS/Android.

Advanstar/International Motorcycle Show | Santa Monica • California | Title: Senior UX & UI Designer

International Motorcycle Show - Powersports division, new website relaunch.

Herbalife | Torrance • California | Title: Designer

Worked on US, US Spanish, CA English, CA French projects. Working with a team of Creative Managers, Writers and Marketing on a project-by-project basis, not-limited-to but including Product Catalogs, Printers Flyers & Posters.

Brand Knew (dot) com | Los Angeles • California | Title: Interactive Designer

Mobile UX/UI comps for social media So-Cal Start-Up app.

Catapult Marketing | Los Angeles • California | Title: Art Director

Clients included: Intel, Mars, Pedigree, Sheba, WholeMeals, Goodlife Recipe, Uncle Ben's.

Disney Store UK | London • United Kingdom | Title: Senior Art Director/Product Designer

Responsible for all toy packaging and Art Packs for Disney Store UK Initial product design, Liaising with vendors. Art Direction of Disney Store Catalog and design of website.

B Communication Marino | Rome • Italy | Title: Art Director

Roma, Italia based advertising agency. Art director on a variety of clients but mainly automotive work for Toyota. Above the line, below the line, OOH, print, brochure & trade show.

Clients: Toyota Motors Italia, Meridiana Airlines, Gruppo Mercurio, Cipac/Sidas/Sosty Supermarket chain, Prestitalia Financial & Commerce City.

Friedberg, Feder & DeMasi | NYC • NY | Title: Art Director

Madison Avenue boutique Advertising Agency. Clients include: Gretag Macbeth, Gretag Imaging, AGFA & Lucent Technologies.

Viking River Cruises | Los Angeles • CA | Title: Interactive Art Director

Interactive Art Director working on Social media marketing for a popular European river cruise.

Previous Work Experience 1992-2000 can be found on LinkedIn
<https://www.linkedin.com/in/johnadlai/details/experience/>

— Skills —

Figma Guru, Adobe XD, Sketch, Invision, Adobe Creative Suite, AEM Adobe Experience Manager & experience with people management. Broad range of UX skills & methodologies in interaction design, visual design, branding & research.

Business Analysis	UX Strategy & Planning	Content Definition
User Research	Accessibility	Functional Specifications
Information Architecture	Experience Audit	Sitemaps
Interaction Design	User Centered Design	UI Design Methods
User Testing	Prototyping	SEO
Usability testing	Wireframing	Multi-Tasking
Problem Solving	Presenting	Content Strategy

— Tools —

Adobe InDesign	Adobe Photoshop	Adobe Illustrator
Adobe Premiere Pro	Adobe XD	Omnigraffle
Axure RP	Sketch App	InVision App & Studio
Figma	Zeplin.io	Principle
Marvel App		

— Education —

Currently enrolled in the IBM Enterprise Design Thinking practitioner course.

On-the-job training & self taught with some courses from these schools:
University of California at Los Angeles Extensions & Santa Monica City College

I update my current job knowledge by tracking research regarding web design and usability; participating in educational opportunities; reading professional publications; maintaining personal networks; and participating in professional organizations.