



DAVID JANIK-JONES

DIRECTOR, USER EXPERIENCE

ABOUT ME

One word that describes me? **Curious**. Three decade design veteran making the world a better place through intuitive and useful design. Continually learning, teaching, and evangelizing in the fields of user and customer experience (UX/CX) design, UI and visual design, data visualization design, design leadership and management, design thinking and strategy, and communicating design visions across teams.

CAREER

April 2022 – April 2025

During my three years as **Director of UX** at Kognitiv, I was responsible for collaboratively developing and guiding strategic design decisions for the company, managing the design team, evangelizing best design practices and knowledge, establishing goals for UX/CX design research, creating enterprise-wide Product Design Language standards via a scalable component/asset library, and mentoring designers to help them grow and achieve their own goals. I made sure design has a “seat at the table” within the larger organization, and that the customer's experience with our products and processes lead to increased engagement, retention, growth, and an efficient, task-focused user experience.

Founded in 2008, Kognitiv delivered award-winning customer loyalty programs to major retail, hospitality, lifestyle, and travel partner clients and their more than 230,000,000+ end-users as an outcome by applying advanced loyalty management, data intelligence and activation, to enable data-driven personalization and optimization of the customer journey across its innovative, omni-channel platform.

October 2020 – April 2022

As the **UX Design Lead/Lab Director** at Sonova's Innovation Lab, I was responsible for the Lab's overall UX/CX design work and management, as well as its strategic direction, internal and external partner initiatives, generating and validating H2/H3 ideas at the intersections of health, wellness, and hearing, budgeting and staffing, and promoting the ideals of an engaging user experience throughout the global organization.

In a life without sound, Sonova's work provides meaning. As the world's leading hearing care provider, they are not just a company that makes products, they are a team on a mission to help people enjoy the delight of hearing. To enable a life without limitations, they develop, manufacture, and distribute solutions that push the limits of technology and redefine the future of the hearing industry.

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- Kitchener, ON

EDUCATION

B.A. (Hons)

York University, Toronto, ON
1985 – 1989

G.J. (Graduate Jeweller)

Canadian Jewellers Institute,
Toronto, ON
1980 – 1981

PROFESSIONAL

- Design leadership
- UX/CX design
- User experience research
- Design methodologies
- Team management
- Agile/scrum

TECHNICAL

- Figma, Sketch
- Usertesting, Maze
- Adobe
- JIRA, Trello
- framer.js
- Affinity, Pixelmator
- MS Office
- Krita, Painter

CAREER (CONTINUED)

August 2019 – January 2020

As **Senior UX Designer** at Magnet Forensics—whose mission is to create digital forensic software for global law enforcement agencies, governments, and private businesses—I owned the UX and design for one product (AXIOM Automate), and contributed to feature design across seven major products. Responsible for understanding and implementing shipping designs to help a wide range of users (e.g., forensic examiners, detectives, investigators, lab managers, IT, and senior police management) effectively use our products, and solve immediate real-world design issues in the spaces of child exploitation, terrorism, major crime, corporate IP theft, intrusions, and more. During my five months with Magnet, I designed the UX/UI for 12 major features, and redesigned five critical UX flows.

February 2016 – August 2019

In my role as **Lead UX Designer** at TD Labs I was responsible for designing small, validated prototypes that had market and/or business traction. I then directed the review of these prototypes through a larger and more extensive design process to a point where TD Canada Trust's senior management could make a full commercialization decision of the product. I used a full range of design experience across all aspects of projects to ensure that the firm's business partners had comprehensive user data, in-market feedback, usability tests, research, and customer experiences to make go-to market decisions for new products available to up to 17 million bank customers. TD Labs is the stealth innovation group with Canada's largest bank, TD Canada Trust, and in my role I was responsible for running design thinking workshops, facilitating ideation sessions, and delivering actionable CX and UX research to executives and corporate teams in the bank. Additionally, I was responsible for mentoring more than a dozen UX interns during their work, teaching them a full range of real-world UX skills and best in class design practices, and evaluating them in a formal evaluation process. I provided design leadership to the larger organization during the Labs' transition to a "for students, by students" business strategy, to narrow a design lens onto specific, actionable Gen-Z financial pain points to identify new innovation opportunities in digital banking experiences.

April 2013 – February 2016

In my initial role as **Senior UX Designer** at Kognitiv, I was hired to bring my strong understanding of design principles and human behaviour, augmented by insights and evidence gained through user testing, research, and web analytics to the firm's design challenges. As the principal designer I was engaged in, and contributed to, many different facets of the overall product and UX/CX design. Within the information architecture (IA) area I designed navigable structures that provided user-centric business/product/user experience strategies. My UX work involved diving into the minutia of page flow, presentation, while focusing on usability. My work involved understanding usability engineering—identifying (and correcting) the delta between expected user behaviour and actual user behaviour—while a user engaged with Kognitiv's products. The role also involved UI/visual design; brand, interactivity, information structures, workflows, and relationships between the elements and components presented as a visual product, and proposing and designing functional concepts of front-facing and back-end products for improved usability.

August 2010 – April 2013

My role as **Product Designer** at Primal—a Waterloo-based firm that created the world's first computational engine that synthesizes semantic data about individual interests in real-time, and largest open interest network—was based on a strong understanding of design principles and human behaviour in the early AI space, augmented by insights and evidence gained through user research

CAREER (CONTINUED)

and analytics. I worked closely with product management, delivering products that met business goals, and delivered artifacts that supported Primal's agile development process. I provided iterative, "good enough" solutions to UX, UI, IA and myriad communications problems across the entire product life cycle by shaping new product concepts and iterating upon those already launched.

2008 – July 2010

Design Manager/Senior Graphic Designer with We-Create Inc, a privately funded company providing web design solutions to radio and social media clients throughout North America. The role allowed me to manage the design team and deliver focused, revenue-generating design solutions, and bring time and workflow efficiencies to the design group. The position required an ability to create web designs and brands within strict technology constraints and tight deadlines, communicate efficiently with clients, and deliver a wide variety of designs for many different radio station genres. I helped the programming team develop efficient design and CSS solutions for new features and technologies, and was an integral part of the year-long team that planned, developed, designed, and ran user interface testing for Lozzal.com, the world's first suggestion engine for mobile users (iPhone, iPad, Android, and BlackBerry) and web platforms.

2002 – November 2007

Senior Designer/Project Manager with eSolutionsGroup Ltd, the digital design arm of GHD. Hired by eSolutions in the summer of 2002 for my extensive print design, web design, branding, and project management skills to help develop eSolutions into a fully-fledged design and marketing/branding powerhouse. Directly responsible for high-end print and web design solutions for large municipal, corporate and enterprise clients, standards-compliant HTML and CSS coding, site implementation, and delivering long-term client branding, marketing and communications research strategy documents. My success at eSolutions—evidenced by five stellar annual performance reviews—was the result of efficient project management and forward-thinking design solution and communication skills that always met and exceeded client and company expectations.

2001

Designer/Project Manager with RKD Inc, a Palo Alto-based print design studio whose main field of work is marketing collateral (print) design for firms throughout the United States. As Designer/Project Manager I was responsible for all stages of client projects including initial design and project meetings, storyboarding and concept development, design (print and identity), production, print coordination, and client relations. I was also fully responsible for the studio's web design work for our clients that emphasized both intuitive interface design and clean HTML/JavaScript coding.

2000 – 2001

Principal Web Designer with the education division of Britannica.com, the online arm of Encyclopaedia Britannica. Brought on board by Britannica.com for my print design and typographic skills to help build a core team of multi-disciplined designers and thinkers to bring information design on the web up to the standards of print design. Responsible for interface design, HTML coding, site implementation, and assessing technology requirements and standards. The position required well-honed project management and communication skills in order to liaise with the many departments involved in the creation of a ground-breaking education site. This position demanded knowledge of design issues, cross-platform browser issues, and education and market research studies.

CAREER (CONTINUED)

1999 – 2000

Senior Designer with Element Design+Communications, an award-winning studio in Mesa, Arizona. As Senior Designer I was responsible for all aspects of print and interactive design work for our clients including: client relations and information gathering, client presentations, storyboarding and concept development, design, production, vendor relations and press checks. I designed both print and interactive work and brought a thoughtful and solutionist approach to client communication problems. Client work include designs for the Phoenix Art Museum, Phelps Dodge (mining), Hard Rock Cafe, APS (Arizona Power), Herberger Theater Center, and architects across the country.

1998 – 1999

Production Designer with SHR Perceptual Management, Phoenix's largest visual positioning, strategy and branding agency. As a Production Designer I was responsible for illustration, scanning, photo manipulation, design production, vendor alignment, and file handoffs. The strong team structure of SHR emphasized coordination skills and time management to produce the highest quality work for international clients such as Mazda, Coca-Cola, Jaguar, Volkswagen, Ford, GM, and Celebrity Cruises. I was also responsible for developing and facilitating design team training.

1996 – 1998

Production Designer with Herrainco Design Associates, one of Canada's most award-winning design studios, based in Vancouver, British Columbia. As Production Designer I was responsible for design, preparation, and final production of work in the creative and prepress stages. Discussing, communicating and implementing design changes with clients was an integral part of this position, as were effective organization and communication skills when working under well-defined production and printing deadlines.

1994 – 1996

Asst. Creative Director/Designer for *Britannia* Magazine, Grand Cayman, Cayman Islands. Responsible for the design, production, and prepress management for the semi-annual *Britannia* Magazine, as well as many other print publications for the Cayman Government and corporate clients such as British Caymanian Insurance, Coutts & Company, W.S. Walker, and International Management Services.

1993 – 1994

Designer for First Impressions, a high-volume commercial printer in Toronto. In this position I supervised the creative department staff (junior designers and pre-press) and was responsible for the design, typesetting, and graphics creation through to the printing stage for a variety of corporate clients including: The *Globe & Mail*, the *Financial Post*, Arthur Anderson, Canadian Broadcasting Corporation (CBC), Maybelline, Wood Gundy, MICA Management, and Environics Research.

REFERENCES, ART, AND STUFF I DO

REFERENCES (contact info on request)

Anthony Wintheiser

Chief Product Officer, Kognitiv
Cincinnati, Ohio

David consistently delivers a strong level of performance and makes significant contributions by demonstrating a high level of productivity and quality of work. He goes out of his way to contribute and deliver beyond his remit, and creates processes and design standards to facilitate collaboration, understanding, and development that are [our] design corpus.

Bob Barlow-Busch

UX Director, Google, Kitchener, Ontario

Cameron “Cam” Turner

Director, Virtual and Augmented Reality Lab, Conestoga College
Kitchener, Ontario

David is a world class designer. His eye for subtle but important details and nuance is the best I've ever encountered in my career.

Bob Ciano

Senior Adjunct, CCA; Creative Director, Britannica.com; Art Director *LIFE* magazine (ret.); former Art Director of *Esquire*, *Travel & Leisure*, *Wired*, *Opera News*, and *The New York Times*.
San Francisco, California

David is a designer of extreme ability ... whose design and typography are very special ... [an] excellent and professional designer.

David R. Legge

Senior Editor *Washington Post* (ret.); Senior VP *Newsweek Magazine* (ret.)
Grand Cayman, Cayman Islands

David is an extraordinarily talented typographer and designer and, in my experience, there is no one more knowledgeable ... In short, work with him if you get the chance.

ART

I'm a traditional artist who explores what I see with a childlike curiosity. I create abstracted compositions that use saturated hues, simple colour palettes, robust shapes, and flat abstracted forms to convey the simplest shapes and holistic parts of my subject. My style is vaguely defined as "simplified American Modern + storybook illustration + minimalist folk", if that makes any sense.

STUFF I DO

Outside of work I know a lot about art and art history, board game design and publishing, philosophy, education, politics, economics, and the history of science and technology. I'm a long-time baseball player (and coach), and manage to do some medium distance cycling in the spring-fall out along the back roads and the Guelph-to-Goderich 140km trail ride.