

David Janik-Jones

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who: David Janik-Jones (former member, Society of Graphic Designers of Canada)
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Career

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August 2019–January 2020

In my role as **Senior UX Designer** at Magnet Forensics, whose mission is to create digital forensic software for law enforcement agencies and corporations globally, I was tasked with owning the UX and design for one product (AXIOM Automate), and contribute to feature design across all 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 police senior 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 five UX redesigns.

February 2016–August 2019

In my role as **Lead UX Designer** at TD Labs, a small innovation group with TD Canada Trust. Hired as Lead UX Designer for the “accelerator” portion of the Lab, I was responsible for taking small, validated prototypes that had some market and/or business traction, and then re-examining them through a larger and more extensive design process to a point where the bank could make a full commercialization decision of the product. I used my full range of design experience in all aspects of a project 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. 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 coop students during their work semesters, teaching them a full range of real-world UX skills and best in class design practices, and evaluating them at semester end in a formal evaluation process. I have provided design leadership input during the Lab’s recent transition to a “for students, by students” business strategy, to narrow our focus onto specific Gen-Z financial issues.

April 2013–February 2016

In my role as **UX Designer** at Kognitiv – based in Vienna, Austria; with founders office in Waterloo – I utilised my strong understanding of design principles and human behaviour, augmented by insights and evidence gained through user testing, research, and web analytics. As the principal designer I am engaged in, and contribute to, many different facets of the overall product and usability design. Within the information architecture (IA) area I design navigable structures that satisfy corporate business/product/user experience strategy. My UX work involves diving into the minutia of page flow, presentation, and creating magic. I understand and implement usability engineering—identifying (and correcting) the delta between expected user behaviour and actual user behaviour while a user is engaged with Seekda’s products. And I do visual design ... brand, interactivity, information structures, workflows, and relationships between the elements and components presented as a visual product. I also propose, and design functional concepts of front-facing and back-end products for usability.



August 2010–April 2013

My role as **Product Designer** at Primal – a Waterloo-based firm that has created the world's first computational engine that synthesizes semantic data about individual interests in real-time, and largest open interest network – is based on a strong understanding of design principles and human behaviour, augmented by insights and evidence gained through user research and web analytics. I work closely with product management, delivering products that meet business goals, and delivering artifacts that support Primal's agile development process. I provide 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

Senior Graphic Designer/Design Manager with We-Create Inc, a privately funded company providing web design solutions to radio and social clients throughout North America. Hired by We-Create in 2008 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 genres. I helped the programming team develop efficient design and CSS solutions for new features and technologies. I was also 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 (iPhone, iPad, Android and BlackBerry) and web platforms.

2002–November 2007

Senior Designer/Project Manager with eSolutionsGroup Ltd, a member of the CRA (Conestoga-Rovers & Associates) Family of Companies. 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 my well-honed project management, 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

Web Designer with the education division of Britannica.com, the online arm of Encyclopædia Britannica. Brought on board by Britannica.com for my print design and typographic skills to help create 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 an up-to-date knowledge of design issues, cross-platform browser issues, and education and market research studies.

1999–2000

Senior Designer with Element Design + Communications, an award-winning studio in Mesa, Arizona. As a 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 design 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, and file layout. The strong team structure of SHR emphasizes 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 implementing and coordinating the staff computer artist training.

1996–1998

Production Designer with Herrainco Design Associates – Canada’s award-winning design studio 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 schedules.

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.

Strengths

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I specialize in user-centric digital, and traditional, design, using the double-diamond design process to first understand the design problem, then iterate design solutions that meet that objective. I have 25+ years of extensive design work in the fields of user experience (UX), branding, typography, and communications strategy development. I have thorough experience with all aspects of design education for team and client needs. I have been recognized for my work with CSS, W3C compliance, human-interface guidelines, and design research, and am frequently asked to deliver presentations about UX/CX design to clients, in public engagements, and to internal teams.

I am most comfortable in a macOS environment. I am an expert with the Adobe Creative Suite of products, but begin all my ideas and designs with client research, notes, and sketches on paper. I am a designer who loves typography, hierarchy of information, educating clients, and grids. My current UX design tools of choice include Sketch, InVision/Marvel, and Zeplin, and have been exploring newer technologies, such as framer.js, to help illustrate design through more functional, interactive prototypes.

I thrive in collaborative environments that are open and recognize contributions, offer thoughtful conversation, opportunities to educate, learn and participate at all levels. My outside passions are myriad and include: board game design, books, painting, history, art, baseball (playing and coaching), learning and education theory, politics and the environment.

Education

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1985 – 1989

B.A. (Hons), Urban Historical Geography, York University, Toronto, Ontario
Deans Honour Roll (two years); C.B.Cragg Award for Excellence in Natural Science

1980 – 1981

G.J., Graduate Jeweller, Canadian Jewellers Institute, Toronto, Ontario

References

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Cam Turner – Founder/CEO, We-Create Inc
& Tinker Truck, Kitchener, Ontario

Bob Barlow-Busch – UX Director, Stadia/Google
Kitchener, Ontario

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.”