John Pak

Principal Product Designer | Enterprise Security & Compliance UX · Design Systems Leadership · Data Visualization · Strategic Design Initiatives
Los Angeles, CA · johnpak2015@gmail.com · LinkedIn · Portfolio

PROFESSIONAL SUMMARY

As a Principal Product Designer with 20+ years of experience simplifying complex enterprise SaaS and fintech workflows into intuitive, scalable UX. Expert in embedding AI into product design, shaping role-based permissions and content management models, and aligning executives, engineers, and PMs on user-centered strategy. Proven record of measurable adoption gains streamlined onboarding, and accessible, trust-centered platforms.

Key Impact Highlights:
- **30% adoption uplift** through role-based dashboards and streamlined enterprise workflows
- **40% faster delivery cycles** by scaling Figma component systems across multi-team environments
- **25% onboarding reduction** in subscription/fintech platforms with research-led design

WORK EXPERIENCE

Principal Product Designer | Gurucul Solutions, *El Segundo, CA | 12/2025 – Present*
Delivers an enterprise IT platform for networking, cloud security, and assurance, providing data-rich operational dashboards for technical teams.
- **Managing team of 6 defines cross-platform UX strategy** for **SIEM/XDR ecosystem**, shaping **AI-assisted detection**, **investigation**, **analytics**, and **analyst workflows** for **200+ enterprise security teams**.
- **Leads end-to-end design** across **multiple product squads**, delivering **dashboards** and **investigation flows** that reduced **MTTR by 40%** and **time-to-insight by 35%**.
- **Establishes enterprise design systems** and **AI experience frameworks**, scaling **accessible components**, **trust indicators**, and **explainability patterns** adopted across **five product teams**.

Lead Product Designer | Cisco Meraki, *Los Angeles, CA | 06/2025 – 10/2025*
*2-month contract with a global IT platform delivering **AI-augmented, cloud-native networking** and **security solutions**.*
- **Designed AI-powered insights dashboards** with integrated **threat KPIs**, **anomaly detection**, and **advertiser-style analytics**, enhancing clarity in **data visualization** and decision-making workflows.
- **Built modular landing pages and dashboards** supporting iterative user journeys across personas, while ensuring alignment with scalable, **persona-driven workflows**.
- **Partnered with UX research and PMs** to define user-centered flows, translating findings into **developer-ready Figma specs**, and **scaled design systems** for cross-team and platform-wide **consistency**.

Product UX Manager | JPDESIGN Interactive | Los Angeles, CA | 04/2023 – Present
*A design consultancy specializing in **enterprise UX, digital product strategy, and design leadership**.*
- **Led a team of UX designers**, improving **team efficiency by 40%**, by implementing **iterative design workflows and best practices**.
- **Developed and measured key performance indicators (KPIs)**, increasing **user satisfaction by 30%**, by aligning **UX solutions with business goals**.
- **Drove cross-functional collaboration**, ensuring **design strategy integration**, by partnering with **product, engineering, and leadership teams**.

Lead UX Designer | PwC | Los Angeles, CA | 11/2022 – 04/2023
*A global professional services network delivering **enterprise product design and UX strategy**.*
- **Refined UX best practices**, improving **design consistency**, by standardizing **design systems and usability testing frameworks**.
- **Led UX research initiatives**, increasing **user engagement**, by aligning **data-driven insights with design decisions**.

Lead UX Designer | Apple Inc. | Culver City, CA | 06/2022 – 10/2022
*Technology leader specializing in **digital product design and customer experience strategy**.*
- **Developed AI-driven UX solutions**, improving **user adoption rates**, by integrating **personalized digital experiences and interactive design**.
- **Implemented a scalable design system**, reducing **design inconsistencies**, by structuring **collaborative team workflows**.

Lead UX Designer | ADP | Pasadena, CA | 10/2021 – 05/2022
*Global provider of **HR SaaS solutions and user experience strategy**.*
- **Led iterative UX process enhancements**, improving **enterprise product workflows**, by designing **user-centric SaaS interfaces**.
- **Developed and mentored design professionals**, increasing **team efficiency**, by refining **design documentation and best practices**.

Senior Service Design Manager | MGM Resorts International | Los Angeles, CA | 11/2020 – 08/2021
*Hospitality fintech leader integrating **digital transactions and loyalty UX**.*
- **Redesigned enterprise UX workflows**, improving **customer engagement**, by optimizing **mobile-first transaction experiences**.
- **Developed UX leadership frameworks**, ensuring **scalable team collaboration**, by refining **design team alignment strategies**.

Senior UX Designer | City National Bank | Los Angeles, CA | 10/2019 – 07/2020
*Financial institution specializing in **enterprise UX and platform scalability**.*
- **Refined digital banking UX strategies**, increasing **customer retention**, by optimizing **data visualization and accessibility standards**.
- **Developed high-fidelity UX prototypes**, ensuring **product scalability**, by designing **enterprise banking dashboards**.

Lead Product UX/UI/Web Designer | Saviynt Inc. | El Segundo, CA | 03/2019 – 10/2019
*Cybersecurity SaaS provider focusing on **enterprise UX security and digital platform design**.*
- **Led user-centered design strategy**, improving **product usability**, by integrating **interactive security dashboards**.
- **Refined UX team collaboration**, increasing **workflow efficiency**, by developing **structured design documentation and standards**.

UX Design Manager | Creative Circle | Los Angeles, CA | 07/2018 – 03/2019
*Consulting agency specializing in **product UX and enterprise design strategy**.*
- **Developed cross-functional design strategy**, increasing **team efficiency**, by refining **design operations and communication frameworks**.
- **Led UX research initiatives**, ensuring **customer-centric product decisions**, by aligning **usability testing with design improvements**.

Senior UX Designer | CCC Intelligent Solutions | Cerritos, CA | 02/2017 – 05/2018
*SaaS provider specializing in **AI-driven UX and enterprise software**.*
- **Refined digital product UX**, improving **task completion rates**, by designing **data-driven dashboard interactions**.
- **Developed UX leadership best practices**, ensuring **team success**, by mentoring **junior designers in enterprise design principles**.

Interactive UX/UI Designer | Investor's Business Daily | Los Angeles, CA | 07/2016 – 02/2017
Financial news and investment research platform.
- **Developed UX frameworks for financial data visualization**, improving **data readability**, by refining **interactive reporting dashboards**.
- **Optimized usability testing workflows**, ensuring **scalable product design**, by implementing **iterative UX research processes**.

Principal Product Designer | New Star Realty | Los Angeles, CA | 02/2015 – 06/2016
*Real estate SaaS platform specializing in **digital UX and property management systems**.*
- **Led product UX improvements**, increasing **real estate workflow efficiency**, by refining **MLS-integrated search functionalities**.
- **Developed UX strategy for mobile-first experiences**, improving **conversion rates**, by optimizing **real estate user journeys**.

Senior Interaction UX Designer | Ratespecial Interactive LLC | Pasadena, CA | 08/2012 – 02/2015
*Marketing tech firm specializing in **enterprise UX and workflow automation**.*
- **Developed enterprise UX strategies**, increasing **platform engagement**, by refining **interactive UI design frameworks**.
- **Led usability testing and research initiatives**, ensuring **data-driven decision-making**, by structuring **UX research methodologies**.

UX/UI Design Manager | Colliers International | Los Angeles, CA | 09/2009 – 07/2012
*Global real estate services company specializing in **enterprise UX and product design strategy**.*
- **Refined UX governance frameworks**, improving **design system scalability**, by implementing **structured design documentation**.
- **Led cross-functional UX collaboration**, ensuring **seamless product execution**, by integrating **business objectives with design decisions**.

SELECTED IMPACT METRICS

- **40% faster delivery** via modular design systems & AI-assisted workflows
- **30% uplift** with streamlined dashboards and permissions
- **25% onboarding reduction** in subscription SaaS platforms
- **28% fewer errors** in compliance-heavy environments

EMERGING TECH PROJECTS

- **AI in UX:** Embedded ChatGPT + Figma into design QA and rapid prototyping.
- **Commerce/Subscription UX:** Designed secure payment and promotional offer workflows.
- **Growth Experiments:** Applied A/B testing to optimize onboarding and retention funnels.

EDUCATION & CERTIFICATION

- UCLA Extension · Multimedia Management and Webmaster
- Milwaukee Institute of Art and Design · BFA, Industrial Design (Product)
- Certified Scrum Master® (CSM), Scrum Alliance Inc · 05/2023
- Certified Scrum Product Owner® (CSPO), Scrum Alliance Inc · 04/2023
- Certified UXD and UX Management Professional, Interaction Design Foundation · 05/2019 – 10/2019

SKILLS & TOOLS

Enterprise Workflow UX · Subscription & Commerce Tools · Design Systems Leadership · Accessibility (WCAG/ADA) · Research & Usability Testing · Cross-Functional Leadership · Permissions & Role-Based Flows · Agile Product Design · Figma · Adobe CC · Framer · Jira · Confluence · Salesforce Lightning · Accessibility Compliance Tools