

John R. Hottle

Senior Product Designer

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Design Thinking
Information Architecture
Mobile-First Responsive Design
Wireframing & Flows

Prototyping (Sketch, Invision, Axure, etc)
Usability Testing, User Research
A/B & Multivariate Testing
Native iOS & Android design

April 2017 – Present

Insight Enterprises | Senior User Experience Architect

Finance

- Lead large, custom enterprise CRM redesign for commercial banking application
- Designed a brand-new native iOS and Android solution for enterprise commercial banking CRM application
- Conducted product vision and ideation workshops with users, business leads, and product owners
- Lead over 200 individual user interviews to harvest qualitative feedback and understand commercial banking processes
- Drove usability testing initiatives in a lab setting as well as remotely
- Studied qualitative and quantitative analytics to inform design decisions and product vision
- Restructured navigational hierarchy using open and closed card sorting techniques

Healthcare

- Designed responsive user flows, wireframes, and a low-fidelity prototype for a proprietary EMR/EHR system for doctors, nurses, and other medical practitioners

Mobile

- Provided conceptual wireflows and responsive design strategy assets for a mobile application redesign
- Native design solutions for both iOS and Android
- Designed usability testing strategy and moderated usability tests

Expertise and Representation

- Lead UX 101 course for new developers to help offer insights into user-centered design and design thinking
- Presented design methodologies and represented Insight in collaborative and strategic discussions with clients such as Apple, Verizon, and others.

February 2016 – April 2017

Rockfish (now VMLY&R) | Senior Experience Strategy Architect

- Harvested business requirements, technical specs, API documentation, and developer feasibility to craft user-centric solutions for dual mobile platforms
- Designed feature concepts in the form of flows, wireframes, design annotations, and various matrices for solutions on Android and iOS platforms
- Team liaison and facilitator of cross-team collaboration with Android and iOS development teams for iterations between sprints
- Performed mobile device usability testing, including scripting, moderating, and results analysis

September 2013 – February 2016

Cars.com | Interaction Designer

- Facilitated mobile-first responsive redesign of custom CRM tool for account planning and account management
- Lead global pattern library and style guide architecture for site-wide redesign
- Designed, wireframed, and prototyped winning concept for 2014 Hackathon
- Conducted A/B and multivariate tests, designed and moderated usability tests
- Piloted CMS responsive redesign of editorial content
- Built user process flows, page flows, user stories and restructured information architecture

December 2012 – September 2013

Wiley Ed. Solutions | UX and Business Analyst

- Crafted designs and architecture for online college application system
- Conducted heuristic reviews and usability testing
- Created user stories, use cases, process flows, and performed interviews and survey analyses

October 2010 – November 2012

Accenture, LLP | Usability Specialist, Analyst

- Designed a health insurance claims inquiry system
- Designed a time and Expense entry interface
- Delivered process flows and wireframes
- Executed contextual inquiries, heuristic evaluations, and usability testing

2010

MS, Information & Communication Sciences | Ball State University

2009

BA, Telecommunications | Ball State University
