John Kruempelstaedter, MBA
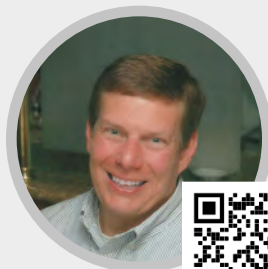## Strategic User Experience Design Leader

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Transforming Complex into Simple

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John is an accomplished user experience design leader and strategist with 20+ years in the field. He has worked with some of the premier technology companies in America. His engagements with companies such as Cisco Systems, EBay, and Hewlett-Packard have given him a deep understanding of what it takes to design world class user interfaces and experiences for highly complex products.

- "Full Stack" UX experience and leadership from up-front research to design to usability testing and data analysis.
- Improved user satisfaction of Cisco's ordering system ($8b revenue) by 25% by optimizing user interactions of current systems.
- Scaled design team output by 50% leading to faster system development by instituting design systems and component libraries
- Led the experience design team to bring HP's software support business 'online' reducing physical software shipments by 75%.

Experience

Cisco Systems - UX Design Manager and Principal UX Architect (2003-2019)

- Managed and mentored a team of 12 interaction designers (some remote), visual designers, a developer, and researchers to deliver high-quality application designs to solve complex business problems in both Agile and Waterfall development lifecycles.
- Consulted with several of Cisco organizations to provide user experience vision, experience leadership, product strategy, and design services.
- Initiated design thinking and drove a standards/design system-based approach to accelerate development timelines and scale the design process.
- Established a unified user experience strategy and approach for new products by conducting upfront user research utilizing persona development, workflows, journey mapping, wireframing, and other techniques.
- Projects included all aspects of Cisco's business such as network management applications, mobile applications, order management, configuration tools, business intelligence tools, sales support tools, commerce, dashboards, and support website applications used by millions of Cisco's customers and partners.

Knowtate, Inc. - VP of User Experience (2003-2014)

- Directed the strategy, evolution, and development of all components of the user experience for this innovative start-up delivering one of the first mobile location-based information delivery systems. Developed brand and other collateral (and physical markers)for all Knowtate communications.

Zaplet - UX Architect and Design Lead (2000-2003)

- Reporting directly to the VP of User Experience, provided overall design leadership and strategy for 3 user interface and 2 graphic designers in the overall design, prototyping, and usability testing of all aspects of the Zaplet Platform.
- Collaborated with various stakeholders including product managers, engineering, major customers, and sales/marketing to identify requirements, prioritize feature sets, develop and validate alternate solutions, and create the final product.
- Created extensive HTML prototypes to illustrate and communicate designs.

Hewlett-Packard - Engineer Scientist/User Experience Architect (1988-2000)

- Provided overall UI leadership for two of Hewlett-Packard's major web applications including leading the efforts of 3 UI designers in interaction design, prototyping, and usability testing. Responsible for the visioning, concepts, and creation of the user interface design of Hewlett-Packard's **first** web-based application.
- Acted as a consultant on web application design issues for various Hewlett-Packard divisions including the Hewlett-Packard web standards organization.
- Designed web applications with complex knteraction models including shopping cart/basket, workflow, and custom processes using wireframes, detailed HTML prototypes, and user-driven methodologies.
- Performed task analysis, ethnographic research, journey maps, conceptual and interaction models, heuristic evaluations, wireframes, prototypes, visual treatments and graphics, user surveys, focus groups, usability tests, and implementation support.

Process

1. User & Business Goals Analysis
2. Problem > Goals > Solution Framework
3. Task/Object Models and Flows
4. Product Architecture, MVP Product Strategy, Use Cases, Story map, User Stories
5. Conceptual Design, Wireframes/Prototypes, High Fidelity Iterative Mockups
6. User Testing
7. Development Specs/Implementation Support

Education

Master in Business Administration
University of Illinois, Urbana-Champaign
Concentration in Management Information Systems and Organizational Behavior

Bachelor of Science – Psychology
University of Illinois, Urbana-Champaign
Major in Engineering Psychology (Human Factors and Human Computer Interaction); Minor in Math and Physics

Tools

Adobe CS | Figma/Sketch
Axure | Invision | Balsamiq
Html/CSS | Fast learner on others

Patents

US7130885 - Co-inventor on **2** other submitted patents.

Interests

ACM-CHI, Usability Professionals Association, and BayCHI. Triathlon (All distances), Ironman Competitions (including 2 at the Ironman World Championships in Hawaii), various outdoor activities. Eagle Scout.