

Alan Ruthazer

PRODUCT DESIGN DIRECTOR / CREATIVE DIRECTOR

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OVERVIEW

I'm a multidisciplinary designer with over twenty years of experience creating strategy, concepts and design for some of the most respected brands in the world. Over that time, I have helped improve customer engagement for dozens of Fortune 500 companies as well as startups while mentoring and providing leadership for numerous teams. My career began by helping to build one of Adweek's Top 100 Interactive agencies. I later went on to found and grow Lightning Jar, a digital creative agency.

I believe in bold, research driven design and the value of blending the occasional smoothie.

EXPERIENCE

McDonald's - Manage product design work for the Serve XD team, impacting 40,000+ restaurant locations globally. Projects focus on integrating environmentally friendly packaging options into the crew facing digital experience; Building the POS design system; Utilizing qualitative research techniques to re-imagine and streamline the order customization process; Working closely with heads of product and engineering teams to identify dataflow inefficiencies, which has leading to securing \$40 million+ in budget funding for future initiatives. / 2023 - Present

Amex - Directed accessibility initiatives for American Express Business Travel Services by developing a custom heuristic analysis that rigorously followed WCAG standards. Employed automated testing to map tab order and identify areas for semantic HTML refinement. / 2023 - 2024

Google - Led UX initiatives focused on shaping the next evolution of how ads are expressed within the core search product resulting in a more user-friendly experience and increased engagement. Designed research driven new approaches to internationalization ensuring a culturally sensitive approach for global audiences. Lead UX on Google Hotels site. Facilitated Google Ads UX Summit fostering collaboration and knowledge sharing across cross-functional teams. / 2021 - 2022

Vanguard - Led UX for a project focused on increasing online engagement with high net worth customers through Vanguard's Personal Advisor Service. Facilitated a number of stakeholder and user workshops which used to understand client needs and preferences. / 2021

Spotify - Led the agency creative team in the production of a series of multicultural digital tools that increased Spotify's world-wide ad revenue. / 2018 - 2020

BlueLine Rental - Led the creation of numerous online experiences that introduced e-commerce, cut the turn around time of sales quotes from one hour to five minutes, and transformed a five day credit approval to be processed instantaneously — leading to BlueLine's \$2.1 Billion acquisition. / 2016 - 2018

MIT - Oversaw the design of a social media platform conceived by the Dalai Lama that encourages teenage users to share messages of positivity and inspiration. / 2014 - 2015

Toyota - Headed the team that produced Toyota's digital sustainability initiatives through the creation of online and offline multi-channel campaigns. / 2011 - 20012

GE - Oversaw the design and development of a series of financial web applications that helped GE to promote customer fiscal responsibility. / 2010 - 2011

AGENCIES

HUGE - Product Design Director / 2021 - present

Lightning Jar - Executive Creative Director + Partner / 2016 - 2020

Pimcore USA - Launched North America office / 2014 - 2018

SiiTE Interactive - Creative Director + Founder / 2002 - 2016

SKILLS

Design - Interface Design, Figma, Adobe Creative Suite, Webflow, Sketch

UX | UI - Prototyping, Wireframing, Personas, Journey Mapping, User Flows, Miro/FigJam

Research - Workshops, Focus Groups, Ethnographic Studies, Usability Testing, Heuristic Evaluation

Branding - Logo Design and Naming, Identity Systems

Animation - After Effects, Adobe Animate, Principle

Business Development - Leading Pitches, Writing Proposals and Contracts

EDUCATION

Syracuse University - Bachelor of Arts, English Textual Studies

School of Visual Arts - Advertising / Copywriting

General Assembly - Experience Design

The Wharton School - Marketing Certification

AFFILIATIONS

Interaction Design Association (IXDA)

Digital Agency Network (DAN)

The One Club for Creativity

American Institute of Graphic Arts (AIGA)

Future of Storytelling (FoST)

Invision Leader

Pimcore - Gold partner

AWARDS

Adobe | Esquire BDRM

Adobe | Vanity Fair

Adobe | GE Money: Choosing a Mortgage

Adobe | 30 Days of Fashion

Web Award for Outstanding Achievement | Time, Inc.

PUBLICATIONS

Contributing writer iMedia Connection

Web Design: Interactive & Games, Taschen - Vanity Fair VF Insider

Web Design: Interactive & Games, Taschen - GE Money: Choosing a Mortgage

Communication Arts - Design Annual

Design showcased in Wall Street Journal article