

# JOHN HURR

User experience designer and team player with a broad range of software and leadership experience. Ability to learn and work with new technologies, interpret emerging social and business trends, and inspire others to think ahead. I am a strong communicator with a positive attitude and the ability to create products with variety of design and business requirements.



**Design Lead**  
INRIX / *Kirkland, WA*  
January 2016 - Present

Managed a team of UX designers focused on in-car, mobile, and SDK offerings. We innovated and executed key features and experiences for consumer and sales applications.

Design Achievements:

- Successfully implemented Parking Features into INRIX's mobile application and SDK after acquisition of Parking data provider ParkMe. This helped increase parking services revenue from 1M to 8M in 1 year.
- Created design language, implementation structure, and services integration for INRIX's first car application platform, OpenCar.
- Leveraged direct customer feedback along with current business goals to create a shift in mobile application strategy. This helped create more product offerings and higher customer satisfaction rating. .

Process improvements:

- Created design templates for OpenCar application. This reduced application design and production time by 75%
- Began implementing design-first cadence with product management to ensure features solve real user problems along with applicable business goals.

**Sr. UX Designer**  
INRIX / *Kirkland, WA*  
October 2012 - January 2016

Designer charged with defining and solving core user problems as defined by user research, mobile analytics, and customer feedback. Took part in helping to shape UX team, culture, and values.

Design Achievements:

- Designed user experiences for consumer mobile products (both iOS & Android).
- Shipped multiple successful releases. Both apps reached 5 stars in their respective stores.
- Architected user experiences for B2B platform offerings.

Process improvements:

- Implemented production processes for fast, accurate engineering and design hand-offs.



## CONTACT

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## EDUCATION

**BFA Graphic Design**  
Miami University / *Oxford, OH*  
Graduated May 5th 2007  
Cumulative GPA: 3.71

## PATENTS

**US 20160123761 A1**  
Linear route progress interface  
May 2016

**US 20150088624 A1**  
Location-based task and game functionality  
March 2015



- Implemented UCD process for major release of mobile products. Conducted user journeys, contextual inquiries, and card sorting exercises to gain insight and validate various user hypothesis.
- Architected user experiences for B2B platform offerings. These experiences helped bring in revenue from SDK licensing to our various hardware and software partners.

### **UX Designer**

Gripwire / *Seattle, WA*

October 2011 - October 2012

At Gripwire, I managed multiple internal and client projects from concept to execution. Internal projects focus on social, location-based and mobile experiences, while external projects include travel, dating and nonprofit applications.

- Lead project teams and manage workflow to ensure efficient and streamlined processes
- Design user interfaces that translate seamlessly between web and mobile devices
- Interface with clients and act as the main point of contact on multiple accounts
- Manage and mentor junior designers and developers on web and mobile experiences

### **UI/UX Designer**

Free & Clear / *Seattle, WA*

September 2009 - October 2011

UX Designer on Quit4Life ([www.webcoach.net](http://www.webcoach.net)) and Mind & Body ([www.mindbody.net](http://www.mindbody.net)) WebCoach product offerings. The main focus of my work was replicating our successful phone intervention and coaching experience into a easy to understand, successful, web experience for participants of various age, race, and medical history. Responsibilities included:

- Working with clinical teams to replicate phone coaching experience to a web user interface
- Conducting user testing with participants to gain a deeper level of understanding about our participants and their needs.
- Communicating to user stories and requirements to development teams to ensure correct execution of business goals and objectives.
- Designing wire frames and working prototypes based on Business Requirements Documents
- Designing full-resolution photoshop mock-ups based on wire frames

### **Interactive Designer**

Pyramid Communications / *Seattle, WA*

June 2008 - May 2009

### **Web Designer**

Snapvine / *Seattle, WA*

August 2007 – June 2008