

JOHN HURR

Design manager with a broad range of experience. Ability to learn and work with new technologies, interpret emerging social and business trends, and inspire others to think ahead. My focus is on establishing empathy with users and translating needs to business goals. I am a strong communicator with a positive attitude and the ability to deliver successfully.



Design Director
INRIX / Kirkland, WA
January 2017 - Present

Managing a team of designers in the creation and execution of a complete in car application ecosystem. We worked directly with content providers and OEMs to deliver user centered, safety compliant applications.

Managing designers responsible for a suite of web-based analytics tools. These powerful applications allowed users from all across the world to view, understand, and share millions of data points in easy to understand visualizations.

Managing a remote team of mobile designers and engineers on improving usability and visual design of parking applications.

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.



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



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. 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.

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

UI/UX Designer

Free & Clear / *Seattle, WA*

September 2009 - October 2011

UX Designer on 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.

- 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 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

