

# John Schneider | UX/IA Designer

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Helping teams design effective solutions to complex problems. I strive for simplicity while managing complexity to create thoughtful and engaging experiences.

**Skills:** Product Management, UI/UX, User Research, Information Architecture, Usability Testing, Rapid Prototyping, Design Facilitation & Communication, Content Modeling, Metadata & Taxonomy Development, Task Analysis, Journey Mapping, and Content Strategy.

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## EXPERIENCE

### Mediatr | Co-founder

2020 - 2022

Mediatr is a lawtech company that's changing divorce mediation with our platform that replaces face-to-face sessions with legal professionals.

### Fannie Mae | Lead UX Designer / Content Strategist

2018 - 2020

Lead designer overseeing strategy on Blueprint, Fannie Mae's design system. Member of steering committee that governs and prioritizes Blueprint workstream efforts. Also serve as working member on UX/UI and Content workstreams. Previously led the redesign of the Multifamily subsite of Fanniemae.com.

### Learning Without Tears | Senior UX Designer / Information Architect

2016 - 2018

Lead UX Designer on cross-functional product team, focusing on educational technologies. Responsible for unifying the experience across products, including e-commerce website. Driving research initiatives to assess current offerings and gain insights for new product and feature ideas. Highlights include:

- Led the discovery, concept and redesign of the LWT e-commerce website, making it easier for their institutional audience to find information and contact sales reps, reduce customer support calls and educate customers about the value of handwriting, keyboarding and composition.
- Mapped user journeys for digital products from purchase to fulfillment to activation. As a result, we were able to get buy-in from key stakeholders to approve additional resources for improvements to the onboarding process.
- Spearheaded a new user research practice to identify and fix usability issues across

products.

## **Blue State Digital | Senior UX Designer / Information Architect**

2016

Lead Strategist & UX Designer working on cross-functional teams to deliver outstanding results for our nonprofit, commercials and government clients. Highlights include:

- Successfully redesigned and launched University of Chicago's Harris School of Public Policy website. Our goals were to 1) Clearly articulate and express the revitalized Harris brand 2) Prioritize application, matriculation, acquisition and donation 3) Spark engagement in the Harris community.

## **PCAOB | Senior UX Designer / Information Architect**

2015 - 2016

Senior member of a burgeoning user experience practice focused on educating the organization on benefits of good UX, while simultaneously seeking out internal projects that may benefit from our expertise. Highlights include:

- Created a shared understanding across senior leadership by conducting and facilitating a task analysis, resulting in agreement and focus on the most important user goals.
- Helped stakeholders make smart decisions with their budgets by creating personas, which allow teams to empathize and focus on high value content and features, increasing ROI.
- Successfully facilitated the design direction of new website across multiple department heads, board members and other stakeholders via one-on-one interviews, workshops and team discussions.
- Leading the charge at reorganizing IT services to create a more customer-centric, self-help service catalogue, process and feedback loop.

## **Forum One | Senior Information Architect**

2011 - 2014

Lead UX Designer of multidisciplinary, cross-functional teams. Led and supervised multiple UX projects from planning and initiating research, to steering creative direction, to testing and iterating on our assumptions. Highlights include:

- Successfully launched very high profile, multi-agency redesign of Globalchange.gov to glowing reviews from major media outlets as well as White House Presidential advisor John Podesta.
- Increased traffic of Globalchange.gov by 204% (YOY), reduced bounce rate by 24% (YOY) and increased downloads of key publications over 300% in first three months by consolidating pages/content and by providing key users intuitive pathways to accomplish their tasks.
- Identified several easy to fix issues via heuristic evaluation for USAID KM Portal and guided them through the process of short term vs long term fixes, opening the door

for our company to conduct full usability testing and a redesign.

- Helped win World Monuments Fund contract by proposing and creating an interactive, story-based prototype that engaged the client and got them excited during our pitch.
- Created pattern libraries and workshop activity templates to help streamline our internal processes, resulting in efficiencies and cost savings.

## **SRA International | Information Architect**

2007 - 2011

Member of user centered design team, working closely with clients to audit and improve content, reimagine websites/applications and conduct extensive usability testing.

Highlights include:

- Identified areas of improvement and efficiency for NIEHS by conducting a weeklong, immersive needs assessment at their facilities in North Carolina. Engagement included several one-on-one interviews, focus groups and usability testing.
- Increased youth engagement on topic of energy efficiency by researching and creating a children's site for Energystar.gov, focusing on kid-friendly games, content and design.
- Helped EPA writers and site administrators improve their content by researching and creating personas, helping content authors achieve focus and consistency across their content.

## **National Geographic | Digital Media Specialist**

2005 - 2007

Taxonomist and cataloguer on Media Asset Management team. Working towards an intuitive video retrieval system that allows producers to find the right video clips fast and efficiently.

- Reduced support calls by 30% by creating and maintaining an intuitive, natural language controlled vocabulary, thesaurus and style guide.
- Increased sharing of internal knowledge base by creating and maintaining the Digital Media Group Wiki.

## **Peace Corps, Mali | Volunteer**

2004

## **EDUCATION**

**M.S. Information Studies | Florida State**

**B.A. Communications | Virginia Tech**