GREG PODUNOVICH

SENIOR PRODUCT DESIGNER | CREATIVE COLLABORATOR

PROFESSIONAL SUMMARY

Seasoned product design practitioner and leader with a proven track record of delivering elegant, user-centric and data-driven design solutions. I specialize in ambiguous problems, dynamic collaborations and continuous learning.

P (310) 592-2180
E gpodunovich@gmail.com
W gregpodunovich.com
L linkedin.com/in/gregpodunovich

RECENT WORK EXPERIENCE

SENIOR PRODUCT DESIGNER / DESIGN OPERATIONS LEAD
Solar Mosaic (Remote) | Aug, 2021 - Oct, 2023

Combination of boots on the ground UX design work on Mosaic's solar financing product experiences and design team operations leadership.

- Spearheaded integration of UX research and design best practices (usability testing, design review and QA) within a fast growing team.
- Successfully collaborated across complex B2B2C business to deliver industry-leading consumer financing point-of-sale experiences.
- Appointed by executive leadership to an advisory committee dedicated to fostering collaborative culture and cross-functional partnerships.
- Key business results include measured reduction in core feature time-on-task and decrease in app-related customer support calls.

SENIOR PRODUCT UX DESIGNER
Herbalife Nutrition (Remote) | May, 2020 - Jan, 2021

Highly self-directed contract senior UX design role on the fast-moving product design team for Herbalife's CRM mobile app, HLConnect.

- Successfully delivered innovative, data-driven design solutions within an evolved cross-functional Scaled Agile Framework team structure.
- Drove team's adoption of key UX research and design best practices including usability benchmarking and design heuristic review.
- Enhanced design operations by advocating for quarterly design team success metrics, action items and recommendations.
- Key results include a measured increase in System Usability Scale (SUS) benchmarks across the end-to-end HLConnect experience.

HEAD OF UX STRATEGY & DESIGN
ExpandTheRoom (New York, NY) | May, 2015 - Mar, 2020

High-level UX research and design thought leadership, strategy and craft for a premier NY based digital product and experience design agency.

- Built and effectively led a multi-disciplinary team of UX researchers, interaction designers, visual designers and content strategists.
- Led extensive design projects, collaborating with stakeholders, product owners, project managers and developers with proven success.
- Gained presentation expertise, effectively articulating design problems, solutions and rationale comfortably to diverse groups of stakeholders.
- Established ETR's design strategy and process, creating a tactical framework called Purpose-Driven Design, still in use to this day.

EXPERTISE

- Interaction design
- Design leadership
- Design systems
- User strategy
- Prototyping
- Product vision
- UX research
- Creative ideation
- Information architecture
- Wireframes
- Interactive prototyping
- Usability testing

TOOLS

- Figma | Sketch | Adobe XD
- Proto.io | Invision | Framer
- UserTesting | UserZoom
- Aurelius Lab | Enjoy HQ
- Abobe CC Suite (all)
- Asana | Basecamp | Jira
- Microsoft | Google Suites

EDUCATION

MFA, DESIGN + TECHNOLOGY
Parsons School for Design
New York, NY

BA, COMMUNICATIONS
Fort Lewis College
Durango, CO