

DAVID JANIK-JONES

DIRECTOR OF USER EXPERIENCE

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PROFESSIONAL EXPERIENCE

Lead UX/UI Designer (consultant)

[FIS Global](#)

January 2026 – June 2026

- Created and managed the company's first enterprise scale Product Design Language and scalable component/asset library in Figma for the SourcePoint product.
- Mentored co-op UX/UI and video designers, and provided bi-weekly feedback to designers via 1:1 meetings using the Situation-Behaviour-Impact + Intent methodology.
- Designed a new large-scale, proactive-centric supply chain management intake product that included AI features, with distinctive functionality and design patterns for differing groups of users including Category Managers, Category Leads, and Leadership Team stakeholders.
- Led design product updates to the existing SourcePoint product including implementing more efficient design patterns and a standardized design flows and user experience.
- Coordinated the creation of instructional videos using Premiere Pro and Synthesia for external supply chain management platforms to improve internal user understanding of how to interact with these systems.
- Participated in the establishment of a more robust JIRA system and Scrum/sprint-based workflow for the design team.

Director of User Experience

[Kognitiv](#)

April 2022 – April 2025

- Developed and guided strategic design decisions for the company's suite of loyalty management software used by major retailers with 230,000,000+ end-users.
- Managed a seven-person UX/UXR design team, evangelized best design and UX research practices, established goals for UX/CX design research, and created enterprise-wide Product Design Language standards via a scalable component/asset library.
- Led customer experience initiatives with products and processes that lead to significantly increased engagement, retention, and growth.
- Led project to design AI-powered loyalty program workflows for CMOs to reduce time spent creating and analyzing loyalty campaigns that enabled data-driven personalization and optimization of the customer journey across its innovative, omni-channel platforms by 80%.

SKILLS

- Design leadership
- UX/CX/UI design
- User experience research
- Design methodologies
- Design mentoring
- Data visualization
- Budget management
- Agile/scrum

EDUCATION

Bachelor of Arts (Honours)

[York University](#)

[Toronto, Ontario](#)

1989

G.J. (Graduate Jeweller)

[Canadian Jewellers Institute](#)

[Toronto, Ontario](#)

1981

User Experience Design Lead / Innovation Lab Director

Sonova

October 2020 – April 2022

- Responsible for overall UX/CX design work and management.
- Led strategic direction and internal and external partner initiatives.
- Created design processes to generate and validate H2/H3 ideas at the intersections of health, wellness, and hearing, budgeting and staffing.
- Championed engaging user experiences across the global organization.

Senior User Experience Designer

Magnet Forensics

August 2019 – January 2020

- Managed UX/UI design for the AXIOM Automate product.
- Contributed to feature design across seven major products.
- Improved effective use of forensic software through UX research and understanding user workflows (e.g., forensic examiners, detectives, IT, and senior police management).
- Solved real-world design issues in the spaces of child exploitation, terrorism, major crime, corporate IP theft, and more.
- Designed the UX/UI for 12 major software features, and redesigned five critical UX flows.

Lead User Experience Designer

TD Canada Trust Innovation Lab

February 2016 – August 2019

- Managed senior design team of 3 designers, and mentored up to 15 UX design, research, and business design coop placement employees.
- Design manager for hundreds of small, validated prototypes that had market and/or business traction, including review of these prototypes through an extensive design process to inform TD Canada Trust's senior management to make a commercialization decisions.
- Provided comprehensive user data, in-market feedback, usability tests, research, and customer experience data to make go-to market decisions for new products available to up to 17,000,000 banking customers.
- Facilitated design thinking workshops, ideation sessions, and delivered actionable CX and UX research to executives and corporate teams in the bank.
- Provided design leadership to the larger organization during the Labs' transition to a "for students, by students" business product strategy.
- Led TD Canada Trust's product design of a banking app for children ages 5–13 that emphasized financial literacy and savings patterns.
- Led project design team to develop a Gen-Z focused product to facilitate easier money transfers between bank customers.

Senior User Experience Designer

[Kognitiv](#)

April 2013 – February 2016

- Established design processes and methodologies for the design organization.
- Led human behaviour and evidentiary user testing, research, and web pattern studies.
- Designed customer-centric information architectures and navigation structures for complex SaaS enterprise business systems in the travel and hospitality space.
- Facilitated research into usability engineering—identifying (and correcting) the delta between expected user behaviour and actual user behaviour.
- Implemented modern UI/visual design, brand, interactivity, information structures, and intuitive front-facing and back-end workflows that demonstrated enhanced usability and user satisfaction.

Product Designer

[Primal](#)

August 2010 – April 2013

- Designed the UX/UI for the world's first computational engine that synthesized semantic data about individual interests in real-time.
- Established design processes and research methodologies based on human behaviour in the early AI space, augmented by insights and evidence gained through user research and analytics.
- Worked product management to understand and adapt to evolving business goals, to design a suite of products, and delivered artifacts that supported Primal's agile development process.
- Created the UX design and workflow for a patent (US 14/988,168) that allowed users to find key data points in knowledge decision trees along a variable timeline of events.

Design Manager / Senior Graphic Designer

[We-Create, Inc.](#)

2008 – July 2010

- Provided white-labelled, revenue-generating design solutions to dozens radio and media clients across multiple genres throughout North America.
- Managed the design team, and established best design practices and design thinking patterns to bring time and workflow efficiencies to the design group.
- Facilitated the development efficient design and CSS solutions for new features and technologies with the product and engineering teams.
- Lead designer of a year-long project that planned, developed, designed, and ran UX/UI testing for Lozzal.com, the world's first social suggestion engine for mobile users (iPhone, iPad, Android, and BlackBerry) and web platforms.

Senior Designer / Project Manager

[eSolutions Group, Inc.](#)

2002 – November 2007

- Led management and development efforts to implement a design and marketing/branding strategy.
- Responsible for high-end print and web design solutions for large municipal, corporate and enterprise clients, standards-compliant HTML and CSS coding, site implementation.
- Delivered long-term client branding, marketing and communications research strategy documents.
- Implemented efficient project management and forward-thinking design solutions and communication strategies for clients that won numerous design awards in both web and print design spaces.

Designer / Project Manager

[RKD, Inc.](#)

January 2001 – December 2001

- Designed annual reports and key marketing collateral (print) design for Fortune 500 firms throughout the United States and globally.
- Responsible for all stages of client projects including initial design and project meetings, storyboarding and concept development, design (print and identity), production, print coordination, and client relations.
- Managed the web design efforts for clients that emphasized both intuitive interface design and clean HTML/JavaScript coding.

Principal Web Designer

[Britannica.com](#)

January 2000 – January 2001

- Utilized 8 years of print and typographic design to build a core team of multi-disciplined designers and thinkers to bring information design on the web up to the standards of print design.
- Responsible for UI/UX design, HTML coding, site implementation, and assessing technology requirements and standards.
- Established project management and communication practices to liaise cross-departments to create the Encyclopaedia Britannica education site for school boards across the United States.
- Set up a central design knowledge repository of design issues, cross-platform browser issues, and education and market research UX research studies and user feedback.

Senior Designer

[element design + communications](#)

January 1999 – January 2000

- Responsible for all aspects of print and interactive design work for our clients including: client relations and information gathering, client presentations, storyboarding and concept development, design, production, vendor relations and press checks.
- Designed print and interactive projects, and developed an early double-diamond solutionist approach to client communication problems.
- Created award-winning design work for diverse clients including Phoenix Art Museum, Phelps Dodge (mining), Hard Rock Cafe, APS (Arizona Power), and major architectural firms across the United States.

Senior Production Designer

[SHR Perceptual Management](#)

April 1998 – January 1999

- Led final typography and illustration design, scanning, photo manipulation, design production, vendor alignment, and file handoffs.
- Facilitated branding and naming design exercises for global clients, including major film companies.
- Implemented design processes, methodologies, and time management techniques for the design teams to produce consistent design workflows for clients such as Mazda, Coca-Cola, Jaguar, Volkswagen, Ford, GM, and Celebrity Cruises.
- Responsible for developing programs and facilitating design team training.

Production Designer

[Herrainco Design Associates](#)

April 1996 – March 1998

- Designed, prepared, and created final production of print design work in the creative and prepress stages.
- Led client discussions, by communicating and implementing design changes with clients.
- Participated in creating effective organization and communication strategies to work under well-defined production and printing deadlines.

Assistant Creative Director / Designer

[Britannia Magazine](#)

April 1994 – March 1996

- Assistant Creative Director for *Britannia Magazine*, responsible for the design, production, and prepress management for the semi-annual *Britannia Magazine*.
- Designed additional print publications for the Cayman Government and corporate and financial clients.

Design Manager / Designer

[First Impressions](#)

January 1993 – March 1994

- Supervised up to 8 junior designers and pre-press design department staff.
- Responsible for the design to the printing stage for a variety of corporate clients including: *The Globe & Mail*, the *Financial Post*, Arthur Anderson, Canadian Broadcasting Corporation (CBC), Maybelline, Wood Gundy, and Environics Research.

REFERENCES

Anthony Wintheiser

Chief Product Officer, Kognitiv

Cincinnati, Ohio

David consistently delivers a strong level of performance and makes significant contributions by demonstrating a high level of productivity and quality of work. He goes out of his way to contribute and deliver beyond his remit, and creates processes and design standards to facilitate collaboration, understanding, and development that are [our] design corpus.

Bob Barlow-Busch

UX Director, Google

Kitchener, Ontario

Cameron “Cam” Turner

Director, Virtual and Augmented Reality Lab, Conestoga College

Kitchener, Ontario

David is a world class designer. His eye for subtle but important details and nuance is the best I've ever encountered in my career.

Bob Ciano

Senior Adjunct, CCA; Creative Director, Britannica.com; Art Director *LIFE* magazine (ret.); former Art Director of *Esquire*, *Travel & Leisure*, *Wired*, *Opera News*, and *The New York Times*

San Francisco, California

David is a designer of extreme ability ... whose design and typography are very special ... [an] excellent and professional designer.

David R. Legge

Senior Editor *Washington Post* (ret.); Senior VP *Newsweek Magazine* (ret.)

Grand Cayman, Cayman Islands

David is an extraordinarily talented typographer and designer and, in my experience, there is no one more knowledgeable ... In short, work with him if you get the chance.