

JD Vogt

1305 Woodberry Ave
San Mateo, CA 94403
540-250-5079
jamesdvogt@gmail.com
www.jdvogt.com

awards

Interactive Media Awards
Sargent, RVSPCA

CASE Awards
Imperial College London,
Virginia Tech

expertise

User Experience Design
Leading Interactive Teams
Interaction Design
Mobile Design
Digital Product Design
Information Architecture
Search and Information Retrieval
Project Management

software

Omnigraffle, Sketch, Photoshop,
Dreamweaver, Illustrator, Logic,
Reason

languages

HTML, CSS, XML, JavaScript, SQL

profile

User experience and interaction design lead specializing in mobile, digital product and web design. Leader of interactive design teams. Portfolio available at www.jdvogt.com

professional experience

User Experience Lead - Search

Salesforce - San Francisco, CA, Jan 2011 to Present

Design team lead for search at Salesforce - a hybrid individual contributor and leadership role. Currently directing interaction design and research for search across Salesforce products.

Work includes:

- Designing the overall information architecture and search experience for the Salesforce mobile flagship product (in development)
- Creating and evangelizing search design patterns for cross-functional teams
- Designing and prototyping experimental search interfaces
- Directing qualitative and quantitative search based user research
- Partnering with PM and Engineering to explore the future of search at Salesforce

Principal Designer and Cofounder

Snapzing, Inc. - San Francisco, CA, Jul 2011 to Dec 2011

Cofounded and designed Snapzing, a social photo game/engagement advertising platform created for the iPhone. Recruited and led team from concept to public launch in 4 months. Responsible for the conceptualization, gameplay, visual and interaction design. Launched in early October 2011 and achieved a 4.5 star rating in the App Store.

Director of User Experience

Mark Logic Corporation - San Carlos, CA, Nov 2009 to Jul 2011

Provided UX leadership, strategy and deliverables for product management, marketing and engineering. Led user research, ideation, design, prototypes, and usability testing of MarkLogic and customer products.

- Winner of the "Head First" award - given to the employee who makes the most significant impact in their first 6 months of employment
- Provided UX expertise and consulting to MarkLogic customers such as JetBlue, DOD, Ingenuity and others

Director of User Experience

NewCity - Blacksburg, VA, 1998 to 2008

Responsible for direction and leadership of designers and programmers in the creation and implementation of approximately 150 interactive projects/products during 9+ year tenure. Led efforts in the creation of award-winning consumer and B2B web properties.

Hands-on User Experience - Responsibilities included user experience design, interaction design, art direction, information architecture, user research, participatory design, client consulting, prototyping, project management, wireframing, usability testing and managing implementation.

Management and mentorship - Shared responsibilities of hiring and reviewing employees. Coordinated and managed visual, production and programming teams. Mentored employees in user experience design.

Adjunct Faculty - Art 4984 "Designing UX for the Web"

Virginia Tech Art Department - Blacksburg, VA, Spring Semester 2008

Created and instructed Art 4984 "Designing User Experience for the Web," which covered the planning and design of web sites and web applications. Lectures and assignments focused on requirements gathering, wireframes, navigation, layout conventions, user flows, copywriting and client relations.

education

Carnegie Mellon University, Pittsburgh, PA, 2009

Master of Human-Computer Interaction (3.9 GPA)

University of Wisconsin - Eau Claire, Eau Claire, WI, 1991

Bachelor of Music in Music Theory/Composition, Minor in Advertising

Cum Laude Graduate (3.37 GPA)

activities & hobbies

Speaker - O'Reilly Strata Conference "The Disappearing Interface: Case Studies in Augmented Humanity" NY, Oct 2012

IXDA and Bay CHI

Member Information Architecture Institute

Mastersingers USA - Board Member, Baritone

Photography, swimming, white-water rafting, camping, guitar

Twitter @jdvogt