

I believe in a strong user-centered design approach with the user's goals, pain points and aspirations at the heart of every step in the product life cycle.

## EXPERIENCE

### Walmart

Sam's Club Innovation  
2019 - Present

#### Product Design Lead Dec 2021 - Present

Help the team to deeply empathize with the customer and liaise across partners in Business, Product, and Engineering. Define the experience vision and strategy for key product initiatives. Think holistically and broadly – about the people using our products, a cohesive design system, and end to end experiences. Mentor and guide junior designers and seek out and welcome feedback from senior leaders. Solve complex problems and work across teams, to collaborate and merge solutions into a larger structure and create a cohesive design ecosystem.



#### Senior Product Designer Sep 2019 - Dec 2021

Led projects and developed the overall user experience solution. Coordinated closely with product, design, and business teams to understand needs and requirements, and ensure project goals are met. Designed user flows, comps, visual design specs, prototypes, and other visual assets. Supported user experience strategy and innovation.

### Citi

2017-2019

#### Senior UX Architect

Worked to understand target audiences' needs, tasks, and goals and translate them into smart, innovative solutions. Work closely with product, marketing, brand, and design teams to translate business requirements into meaningful experiences. Participated in immersive user research, concept testing, usability testing, and analytics. Participated in user experience thought leadership in both the company and the industry.

### WorldVentures

2016-2017

#### UX Architect/Designer

Worked closely with Product Owners and Business Analysts to translate business requirements and user goals into flows, wireframes and prototypes. Collaborated with UX team to test prototypes and analyze metrics in order to validate design decisions. Led the user experience for multiple products across all platforms.

### Tail Light

2010-2016

#### Senior UX Designer

Worked closely with the CEO and Product Managers to lead the user experience across multiple platforms. Created user flows, wireframes, prototypes, design specs and mock-ups as UX deliverables. Led the design for the Ford Go iPad app, the Zurich Illuminate iPad app and the Tail Light Commerce desktop and tablet application.

# JOE BURUD • Product Design Lead

jburud@gmail.com  
joeburud.com  
dribbble.com/joeburud  
817.718.0566

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## *Experience continued*

### **Temerlin McClain**

2007-2010

### **Senior Flash Designer/Developer**

Collaborated with Creative Directors to develop highly interactive prototypes and microsites for clients such as American Airlines, Nationwide Insurance and Bell Helicopter.

### **Web Courseworks**

2003-2007

### **Interaction Designer**

Created wireframes, prototypes and mock-ups. Designed and coded e-learning objects, simulations and games for clients such as Miller Brewing and GE Healthcare. Illustrated and animated characters for the Children's Health and Education Center.

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## EDUCATION

Madison Area  
Technical College

2003

### **Visual Communications - Associates**

Madison, Wisconsin

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## SKILLS

### **Methodologies & Deliverables**

- Design Thinking
- Agile
- Wireframing
- User Flows
- Personas
- User Interface Design
- Usability
- User-Centered Design
- Information Architecture

- Creative Direction
- Graphic Design
- Web Design
- Interaction Design
- Prototyping
- Animation

### **Applications**

- Sketch
- Adobe IxD
- Axure
- Photoshop
- After Effects
- Framer
- Principle
- Invision
- Jira