

# Joe Burud

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With over 15 years of experience designing solutions for companies like Walmart, Citi, American Airlines and GE Healthcare, I work with teams to define and implement the the overall UX vision and strategy. I am passionate about building great products through a strong user-centered design approach while helping other designers improve their craft.

## EXPERIENCE

### Walmart | Principal, Product Design • Sam's Club Innovation

2022 - PRESENT (PROMOTION)

- Define and drive the design vision and strategy in alignment with business goals and user needs across multiple products and experience teams
- Plan and review work for the design team across multiple applications
- Drive adoption of best practices in accessibility, user research and DLS
- Organize and facilitate design thinking workshops to help teams align on product vision and steps to get there

### Walmart | Product Design Lead • Sam's Club Innovation

2021-2022 (PROMOTION)

- Led the design, strategy and execution for the My Club app
- Organized and conducted user research with Sam's Club associates
- Mentored and guided junior designers
- Delivered user journeys, prototypes and end-to-end high fidelity design specs

### Walmart | Senior Product Designer • Sam's Club Innovation

2019-2021

- Worked closely with product, business engineering to craft a vision for the future of the My Club app
- Led the design for Tasking, Notes and Roster features in My Club
- Worked with the DLS team to implement new design patterns to be used across the in-club design team

## MENTORSHIP

### University of Arkansas

McMillon Innovation Studio

## SPEAKING

### Reimagine Retail

Using Service Blueprints to Understand Your Experience

2023

## EDUCATION

### Visual Communications

Madison Area Technical College

2003

## SKILLS

Accessibility, strategy and leadership, creativity and innovation, cross-functional collaboration, journey mapping, data analysis, design sprints, design systems, design thinking, design workshops, figma, high-fidelity prototyping,

## SKILLS (CONT.)

Illustration, interaction design, mobile design, motion design, roadmap planning, stakeholder management, usability testing, user experience design, user interface design, user interviews, user research, UX research, visual design, web design, wireframing, workshop facilitation

### Citi | Senior User Experience Architect

2017-2019

- Created flows and low-fidelity wireframes for the Citi Rewards experience
- Worked with creative directors and strategists to form research plans and co-creation workshops
- Collaborated with UX designers, content designers and the DLS team to transform low fidelity wireframes and flows into meaningful impactful experiences

### WorldVentures | Senior User Experience Architect

2016-2017

- Led offshore design teams for the DreamTrips Local experience for both mobile and tablet
- Held regular review sessions with designers to offer guidance and ensure timelines were on track
- Collaborated closely with business and product to create and test concepts for the Flye smart card (a digital credit card for storing multiple credit cards)

### Tail Light | Senior UX Designer

2010-2016

- Worked closely with CEO to transform business requirements into UX strategy and roadmaps
- Led the design and strategy for Ford Go, the company's first dealership sales tablet app
- Designed and developed immersive prototypes to foster excitement and provide clients and stakeholders a vision for the future
- Defined brand guidelines during the company's rebrand
- Established best practices and mentored designers as the team grew

### Temerlin McClain | Senior Flash Designer/Developer

2007-2010

- Designed, programmed and animated online ad campaigns for American Airlines, Nationwide Insurance, SuperPages and more
- Developed microsite for the launch of Bell helicopter's 429, utilizing an array of 3D, animation and sound
- Led the development and launch of the Dallas Mayor's "Make a Bold Move" site. An initiative to entice large corporations to move to their locations to Dallas
- Routinely met with designers, developers and QA specialists to review code and ensure quality and consistency standards were met