

# JT Tenjack | Product & Brand Design

Accomplished design leader with over a decade of experience in crafting digital experiences and aiding early-stage startups in product maturation. Skilled in transforming intricate data into intuitive, user-centric products through extensive knowledge in data science principles and geo-spatial/non-spatial data visualization. Expertise in UI/UX design, prototyping, and user testing. Balancing roles as a high-level individual contributor and manager, I lead cross-functional teams through the entire product design process—from discovery and research to execution—delivering impactful, user-centered solutions.

## PROFESSIONAL EXPERIENCE

### HEAD OF DESIGN

AUG 2020 - PRESENT

REPLICA | A platform designed to enhance decisions on the built environment through intuitive geo-spatial data visualization

- Spearheaded the design team as both an individual contributor (IC) and manager, developing an intuitive product that grants access to proprietary, disaggregated datasets.
- Established a comprehensive design system in Figma, enhancing consistency across product designs and streamlining collaboration between design and development teams.
- Implemented a qualitative research process to integrate user feedback into design decisions through regular experience interviews.
- Crafted competitive, user-centered design solutions including user journeys, flows, wireframes, and prototypes, focusing on automation and personalization.
- Led a dynamic team of product, brand, and contract designers to unify visual design language across product, marketing, and brand identity.

### DESIGN DIRECTOR

FEB 2014 - AUG 2020

MYSIDEWALK | Innovative tools and insights for community data access, aimed at societal improvement

- Directed the creation of a pioneering data storytelling tool, enabling users to craft and share complex visualizations, maps, charts, and tables.
- Initiated and developed a Data Library feature, later becoming a standalone product, grounded in data science best practices.
- Contributed to product naming and branding, establishing cohesive design systems for both brand and product consistency.

### ASSOCIATE CREATIVE DIRECTOR

MAY 2005 - FEB 2006 & MAR 2012 - FEB 2014

BARKLEY | An independent, creative idea agency

- Led digital-focused creative efforts for campaigns, commercials, and interactive experiences. Clientele included Sonic Drive-In, Sprint, and Coleman Sporting Goods.

### SR. INTERACTIVE ART DIRECTOR

MAR 2010 - MAR 2012

MMGY GLOBAL | The world's largest integrated travel marketing firm

- Managed cross-disciplinary teams to deliver interactive experiences from concept to completion for clients like Namibia Tourism and Almond Resorts.

### INTERACTIVE ART DIRECTOR

FEB 2007 - FEB 2010

BERNSTEIN-REIN | Advertising Agency

- Delivered high-impact digital campaigns for clients such as McDonalds, Commerce Bank, Elbow Chocolates, Beauty Brands, Carando, Parisi Coffee, T-mobile, UMKC, Bayer

### INTERACTIVE ART DIRECTOR

AUG 2003 - MAY 2005 & FEB 2006 - FEB 2007

VML | Roles at leading ad agencies, focusing on deep data and technological integrations

- Delivered high-impact digital campaigns for clients such as Burger King, Ford, Shure Audio, Microsoft, Universal Studios, Warner Brothers, Nickelodeon, Ford, Adidas, Cadbury Schweppes, NFL, Dreamworks

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## CORE COMPETENCIES

Product Design:

- UI/UX Design
- Component-Based Design
- User Research
- Wireframing
- Prototyping
- User Testing
- Product Development
- Interaction Design
- Information Architecture

Design Process:

- Double Diamond Design
- User Personas
- Cross-Functional Team Leadership
- Agile Methodologies
- Design Thinking
- Iterative Design

Brand Design:

- Art Direction
- Brand Identity
- Visual Design
- Creative Direction

Tools:

- Figma
- Sketch
- Miro
- Notion
- Adobe Creative Suite
- Mixpanel
- Mapbox

Data Visualization

- Geo-Spatial Visualization
- Non-Spatial Data Visualization
- Data Science Principles
- Dashboard Design
- Data-Driven Design

## EDUCATION

John Brown University  
Bachelor of Science | Digital Media  
Class of 2001