

# JT Tenjack | Product & Brand Design

Seasoned product and brand design leader with 20+ years of experience, specializing in geo-spatial and non-spatial data visualization. Proven track record of leading cross-functional teams to develop innovative products and design solutions.

TENJACK.COM

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## 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 2012 - MAR 2010

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

## CORE COMPETENCIES

- Product Design: UI/UX Design, Component-Based Design, Product Development, Product Rollout/Launch
- Brand Design: Art Direction, Organizational Branding, Agency Experience, Client Management
- Design Process: Product Design Process, Double Diamond Design, User Personas, User Research, Wireframing, Rapid Prototyping, User Testing, Cross-Collaborative Development & Iteration
- Cross-Functional Team Leadership, Hiring/Oversight
- Geo-Spatial and Non-Spatial Data Visualization

## TOOLS

Figma, Sketch, Miro, Notion, Adobe Suite, Mixpanel, Mapbox, Foursquare Studio

## EDUCATION

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