Todd W. Zazelenchuk, Ph.D.

Director of Product Design

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Accomplished and versatile UX leader and designer with deep experience in human-centered design, driving operational excellence, and product strategy within organizations. Proven ability to lead and inspire high-performing design, research, and content teams, transform internal processes, and positively influence business outcomes and culture.

Work Experience

Director of Product Design | DEALERWARE | Jan 2020 – Jun 2024 | Austin, TX

- Led, inspired, grew, and mentored a team of product designers, content designers, and UX researchers, contributing to growth trajectory from $10M to $25M ARR
- Drove design and delivery of Dealerware's SaaS product portfolio, including responsive web and mobile applications.
- Trusted driver of RFP responses to Fortune 100 auto brands, generating over $7 Million ARR and long-term partnerships.
- Implemented a UX Debt framework to help reduce customer churn below 1% and increase NPS 10 points.
- Collaborated expertly with internal partners (PM, Engineering, Marketing, Executive leadership) to ensure design strategies aligned with Product and Business goals.
- Designed Dealerware's first API Portal to serve existing customers and engage prospective integration partnerships.

Director of Software Design | POLY (HP) | Jan 2018 - Dec 2020 | Austin, TX

- Led a UX team of product designers in the user-centered design and delivery Poly Lens, and B2B enterprise SaaS IT-management platform for managing peripheral audio, video, and telephony devices.

Principal UX Designer | PLANTRONICS (HP) | Jan 2011 - Dec 2018 | Santa Cruz, CA

- Designed and launched 0-1 release of industry-first, SaaS solution, Plantronics Manager Pro and associated Mac and Windows client, Plantronics Hub, generating $5M ARR in its first year.
- Introduced rapid-prototyping best practices, accelerating development and QA processes.

UX Design Manager | INTUIT | Jan 2009 - Dec 2011 | Mountain View, CA

- Led a team of designers and researchers in design and delivery of QuickBooks™ for Windows ($600 MM/yr business).
- Reduced QuickBooks onboarding workflow from 19 steps to four steps, improving customer time to value by over 50%.
- Designed first edition of the Quickbooks Calendar, a new to the world feature for improved decision-making.

Staff UX Researcher | INTUIT | Jan 2006 - Dec 2009 | Menlo Park, CA

- Defined and led user research initiatives for Small Business Division incubation teams and Quicken Health.
- Developed methodology of usability testing with customers' real data, publishing and presenting on the topic at SIGCHI international conference in Florence, ITALY.

Senior UX Researcher | WHIRLPOOL | Jan 2003 - Dec 2006 | Benton Harbor

- Led research and interaction design for all KitchenAid™ countertop products.
- Conducted usability studies to evaluate product design and ergonomics and successfully launched over 10 products to the consumer market.

Education

Ph.D. | Instructional Systems Technology & Human-Computer Interaction | Indiana University

M.Ed. | Instructional Design | University of Saskatchewan

B.Ed. | Education | University of Saskatchewan

Portfolio | https://www.zazelenchuk.com/portfolio.php (Contact me for login details)