

Todd W. Zazelenchuk, Ph.D.

Director of Product Design

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Accomplished and versatile UX leader and designer with 20 years of experience in human-centered design, driving operational excellence and product strategy within organizations. Proven ability to lead high-performing design, research, and content teams, transform internal processes, and influence business outcomes and culture through design.

Work Experience

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

- Led, inspired and mentored a team of 10 product designers, content designers, and UX researchers, coaching them to become regarded as highest-performing team in organization.
- Led design and delivery of Dealerware's SaaS product portfolio, including responsive web and mobile applications.
- Key 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 10-15 points.
- Aligned design strategies for design team resources and product portfolio with business and product strategies.
- Collaborated effectively with Product Management, Engineering, Marketing & Executive leadership.
- Designed Dealerware's first API Portal to serve existing and prospective customers.

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

- Led team of 4 UX designers in creating the 1.0 version of the Poly Lens SaaS Device Management platform.

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

- Led design ideation and execution for mobile and enterprise software applications, including 0-1 SaaS solution, *Plantronics Manager Pro*, desktop client and mobile app, *Plantronics Hub*, and mobile app, *Find MyHeadset™*.
- 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 6 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, reducing customer time to value by over 50%.
- Designed first edition of the Quickbooks Calendar, a new to the world feature to support improved decision-making.

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

- Conducted user research initiatives for Small Business Division incubation teams.
- Co-developed user-research method of usability testing with customers' real data, publishing and presenting an industry article on the topic of an 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 launch 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)