Craig Janzen, Product Design | UX/UI Design

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Work Experience

UX/UI Designer
10/2023 – present
Cognizant - Contracted to Apple

- Sole product designer for five internal macOS tools used daily by testers across Apple's Siri organization
- Redesigned ticket filing so testers file defects from inside a test run in 3 clicks instead of 2–5 minutes of manual entry; triagers report far fewer tickets sent back for missing information
- Designed a command center for a team of AI triage agents that shows thousands of test runs in one view; Phase 1 approved for development
- Created a component library and color-token system, auditing design against code after every major update; all tokens and about 90% of components now use it
- Led field studies, interviews, user tests, and surveys to find where testers lose time and set redesign priorities
- Used AI-assisted coding to build 13 interactive prototypes for data-heavy views Figma couldn't simulate, and to turn Figma designs into SwiftUI starter code for engineers
- Held all internal tools to WCAG AA, checking keyboard navigation, VoiceOver labels, and contrast

UI/UX Designer
02/2023 – 07/2023
Rakuten

- Redesigned the NFT checkout flow based on user testing feedback to improve clarity; the business team reported a positive impact
- Added a listing confirmation screen to the C2C marketplace so users can review their listing and profit before posting, addressing anxiety found in user testing
- Restructured the beginner's guide with anchor links and back-to-top navigation after users reported they couldn't find answers
- Created customized landing pages for new IP holders, promoting their NFTs to attract buyers
- Rebuilt the design system's components with auto layout and added dark mode and documentation, so the team worked from current components

Skills

Product Design
Interaction Design
Design Systems
User Research
User Interviews
Usability Testing
Wireframing
Prototyping
Information Architecture
Accessibility (WCAG)

Tools

Figma
Adobe Creative Suite
Claude Code
Qualtrics XM

Education

B.A. Professional Communications
Royal Roads University

Graphic Design | Photography
Grant MacEwan University

Product Designer
01/2012 – 10/2023

Freelance

- Worked closely with clients to deliver end-to-end design solutions for start-ups across fashion, hospitality, and e-commerce
- Boosted a local cafe's sales 10x in 6 months through enhanced customer experiences and strategic marketing
- Designed and launched an e-commerce site for a sustainable handmade clothing brand that sold out all products in its first week

English Language Teacher
03/2019 – 02/2023

Kyoshin Co Ltd

- Applied design thinking and gamification to English teaching to increase student engagement during class
- Created and play-tested educational games to reinforce lessons using A/B testing; successful games were then adopted by other teachers
- Fostered English usage and critical thinking among students by empathizing with their pain points

Visual Communications
06/2014 – 09/2016

Left Coast Event Services Inc

- Collaborated on a travel and tourism start-up, developing the visual direction of the company and products in its early phase
- Boosted brand awareness and sales by designing and launching the company's landing page, microsites, and marketing materials
- Mentored interns who all found employment in their industries post-graduation

Graphic Designer
05/2011 – 07/2012

Vue Weekly

- Collaborated with editors and the publisher to produce an award-winning weekly magazine
- Redesigned the production flow, resulting in a more efficient schedule with fewer errors

Art Director | Photographer
06/2009 – 05/2011

SEE Magazine

- Assisted in creating award-winning magazine layouts and cover designs
- Led planning and execution of photo shoots for covers and fashion issues
- Handled hiring of design staff and freelancers