

Jason Kunesh

jdkunesh.com jdkunesh@gmail.com

Experience

Design Director, [City of Chicago](#) January 2018 - Present

The City of Chicago is the third largest in the United States. I am its first Design Director, helping Chicago work better through community engagement for digital transformation.

- Responsible for ensuring a successful launch & rollout of the \$34mm 311 modernization effort through community engagement, marketing, user experience, and web, mobile, and voice product management. [Named "a huge win for public works" by WIRED. CHI311 public roadmap.](#)
- Built the [Chicago Design System](#), an inclusive public identity system to represent all Chicagoans, through a pro bono partnership created with Ogilvy & Google. It will save ~\$5-10mm annually & maximize the value of marketing efforts by consolidating 500 independent brands into one consistent identity.
- With the Mayor's Office for People with Disabilities and the Office for New Americans, defined readability, usability, language access, and accessibility standards, testing methods, and legal requirements for all digital products.

Vice President of Product, [Catalytic, Inc.](#) November 2016 - August 2017

Catalytic is an automated future of work company.

- Introduced quick, iterative research methodologies (including RITE) into existing Agile software design and development sprint practices.
- Recruited and managed a team of product managers, designers, and QA engineers.
- Managed the product roadmap with founders.

Owner & operator, Kunesh Design October 2016 - Present

Design advisory, coaching, organization & facilitation services for social enterprises, startups, and institutions fostering positive behavior change through innovation.

Co-Founder, CEO, [Public Good Software, Inc.](#) May 2013 - August 2016

Public Good is an AI for Good platform that makes news actionable for brands and nonprofits.

- Built fantastic team making a nonprofit capacity building marketplace.
- Won Knight Foundation prototype grant for a media and nonprofits proposal.
- Pivoted business, restructured team, and installed cofounder as CEO to focus on B2B with media and brands including Atlasssian, Bill & Melinda Gates Foundation, CNN, Gannett, Lyft, and the National Wildlife Federation.

Director of UX and Product, Obama for America May 2011 - January 2013

Obama for America was the re-election campaign for President Barack Obama.

- Managed multiple product managers, products, and programs for voter engagement throughout lifecycle.
- Helped establish San Francisco tech office, place outgoing staff in private industry or the administration or business life.
- Contributed donation page A/B test suggestions resulting in \$30mm+ additional donations.

Adjunct faculty, DePaul University January 2010 - June 2011

I taught introductory human centered interaction design to undergraduate and graduate students.

Co-founder & Managing Partner, Fuzzy Math April 2007–May 2011

- Established all business development, design practice and operations processes.
- Doubled sales to \$2mm annually from 2009-11 through in person word of mouth and SEO landing pages.
- Began as Kunesh Interaction + Design, folded into Fuzzy Math 2009.

Instructor, School of the Art Institute of Chicago March 2005-October 2007

I taught introductory web design and development to undergraduate students.

Interaction Designer, The Point/Groupon 2007

(ThePoint)[<https://www.crunchbase.com/organization/the-point#section-overview>] was a collective action predecessor to Groupon. I was the first interaction designer there.

Lead Information Architect, Orbitz 2003–2007

Orbitz is a leading travel platform.

- Performed full lifecycle UX and accessibility activities on orbitz.com, orbitzforbusiness.com, and related properties.
- Began as a team of one in B2B, grew to lead a team of Information Architects on four products serving small businesses to Fortune 100 companies.

Senior Strategy Consultant, Cyberworks Media Group 2002–2003

Cyberworks Media Group was a small web development shop.

- Led teams of designers and developers in producing websites for US and European clients.

Manager, Diamond Management & Technology Consultants 1999–2002

Diamond Technology Partners (now part of PWC) was a boutique Web 1.0 digital strategy firm.

- Led front end competency and user interface technology best practices while managing or performing in product or UX roles across multiple client projects.
- Highlights include managing rollout of a \$30mm network of 16,000 entertainment devices to 700 FYE retail store locations and supporting infrastructure, and a patented scanner-based social networking wish list system for mall owner Simon properties.

Lead Application Designer, Altrum Technologies 1998–1999

Altrum was an e-learning startup spun out from Parson Group.

Web Developer, Parson Group 1997–1998

Parson Group was a consulting company that made web based training software.

Boards & Advisory

[Catalytic](#) 2017-19

[Designation](#) 2015-19

[Digital Government Summit](#) 2019

[GreenHouse Innovation](#) 2019

[Impact Engine](#) 2012-15

[Side Door](#) 2018-19

[Wavetable](#) 2012-19

Chairman of the Board, Board Member, [Public Good](#) 2013-2019

Education

[DePaul University](#) Masters of Science, Human Computer Interaction

[University of Wisconsin](#) Bachelor of Arts, English

Awards

- 2017 Moxie Best New Startup: Catalytic
- 2013 Interaction Awards People's Choice Award: UX for Good: New Orleans
- 2013 Interaction Awards Best in Category: Connecting, Obama for America Mobile Campaign
- 2012 Webby Breakout of the Year: Obama for America digital campaign
- 2009 eHealthcare Leadership Award for MyNYP.org New York Presbyterian hospital patient system.

- 2008 eHealthcare Best Health/Healthcare Content: Silver & Best Overall Internet Site: Distinction for Mayo Clinic Health Manager, (video).
- 2003-05 Business Traveler Orbitz for Business: named industry's best in ease of use.
- 2004 Chicago Innovation Award Orbitz for Business.
- 2002 Chicago Field Museum e-commerce site named USA Today top 10 museum online store.

Recent Press

My work has been featured in the New York Times, the Atlantic Monthly, BusinessWeek, TIME, Forbes, Crain's, the Chicago Tribune and others.

- 2019 WIRED [Chicago's New 311 System is a Huge Win for Public Works](#)
- 2019 CityLab [A Distributed Government by the People, for the People](#)
- 2018 WBEZ [Chicago Gets a New 311 App](#)
- 2018 [Block Club Chicago New 311 App Allows Chicagoans To Report Potholes, Rats Or Employer Wrongdoing Anonymously — And Track City Response](#)
- 2018 [GovTech Why Chicago Added a Design Office to City Hall](#)

Please contact jdkunesh@gmail.com for references.