



John R. Powell

I am an experienced design leader and practitioner who has worked on product teams in a range of industries including electronics, defense, space, healthcare, sports, and education. I work very closely with developers and technologists throughout the design process and through to delivery. I believe that design is collaborative by nature and best done with, not for, colleagues and customers.

Essential Skills

Mentorship

With a background as a design professor and design director, I am experienced advising more junior colleagues on professional development and providing design feedback.

Execution

I have a keen eye for design and experience delivering high-quality experiences and beautiful visual design. I have a bias toward action and consider the act of design to be a method of research.

Facilitation

I am experienced at running workshops to help teams challenge assumptions, get effective feedback, establish priorities, and discover new approaches to their work.

Collaboration

I collaborate with people at all levels of an organization (executive leadership to production) to establish product vision, ensure alignment on goals, set priorities, define strategy, and execute.

Recruitment

I help find and interview talent to grow the capabilities of design teams through diversification of background, experience, and point of view.

Experience

Saleae

📅 May 2023 – Present

🏢 Head of Product Design

📍 Austin, TX

- Member of executive team
- Establishing design strategy and building software design practice
- Collaborating with developers
- Responsible for all ux and visual design
- Leading design research and user testing

Metateq

📅 May 2022 – March 2023

🏢 Director of User Experience

📍 Eugene, OR (Remote from Austin, TX)

- Partnered with client executive leadership
- Established design strategy
- Led and mentored product designers
- Collaborated with developers, game artists, and producers
- Contributed directly to product design
- Led design research and user testing
- Clients: Classified

Reaktor

📅 January 2021 – May 2022

🏢 Design Director

📍 New York, NY (Remote from Austin, TX)

- Partnered with client executive leadership
- Led and mentored product designers
- Collaborated with developers and product
- Contributed directly to product design
- Led design research and user testing
- Assisted with talent acquisition
- Clients: ViacomCBS, Trepp, Sony Music

Hypergiant Galactic Systems

📅 March 2019 – January 2021

🏢 Design Director

📍 Austin, TX

- Partnered with executive leadership
- Led and mentored product designers

- Collaborated with developers and product
- Helped define long & short term roadmaps
- Contributed directly to product design
- Led design research
- Managed outside vendors

Hypergiant Industries

📅 October 2019 – January 2021

🏢 Design Director

📍 Austin, TX

- Partnered with client executive leadership
- Led and mentored product designers
- Collaborated with developers and product
- Contributed directly to product design
- Led design research and user testing
- Assisted with talent acquisition
- Client: Sumitomo Corporation of Americas

Reaktor

📅 December 2016 – September 2019

🏢 Design Director

📍 New York, NY

- Partnered with client executive leadership
- Led and mentor product designers
- Collaborated with developers and product
- Contributed directly to product design
- Led design research and user testing
- Assisted with talent acquisition
- Clients: Adidas, Houghton Mifflin Harcourt, Viacom, Bravo Sierra

Under Armour

📅 May 2015 – November 2016

🏢 Senior UX Designer

📍 Austin, TX

- Led UX and UI design for the UA Run mobile app
- Partnered with executive leadership
- Collaborated with developers and product
- Led design research and user testing
- Collaborated with partners such as Apple

The LIVESTRONG Foundation

📅 June 2012 – November 2016

🏢 Lead UX/UI Designer

📍 Austin, TX

- Led UX and UI design
- Worked with foundation leadership
- Collaborated with developers and product
- Led design research with cancer patients, survivors, and fundraisers
- Collaborated with partners

Various Universities

📅 August 2003 – May 2012

🏢 Assistant Professor of Design

📍 Kent, OH, San Marcos, TX, Auburn, AL

Must Design, Bells Advertising, Syndetic Design

📅 June 2000 – July 2003

🏢 Interactive and Graphic Designer

📍 Austin, TX and Houston, TX

Education

Louisiana Tech University

📅 2003– 2006

🎓 MFA Communication Design

University of Texas at Austin

📅 1994– 1996

🎓 Computer Science (incomplete)

Texas State University-San Marcos

📅 1997– 2000

🎓 BFA Communication Design

Speaking

Service Design Podcast

📅 February 17, 2020

📌 Episode 39, "John Powell at the Global Service Design Conference"

📍 Toronto, Ontario, Canada

Service Design Global Conference 2019

📅 February 17, 2020

📌 "We Have Met the Enemy and They Are Us"

📍 Toronto, Ontario, Canada

Sports Performance Data and Fan Engagement Summit

📅 January 30, 2018

📌 "A Product Design Approach to Fan Engagement"

📍 San Francisco, CA

Reaktor VR Breakfast

📅 June 2, 2017

📌 "Hello Worlds, Adapting Product Design to the Power of VR/AR/XR"

📍 Helsinki, Finland