

JOHN FLOYD

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EXECUTIVE SUMMARY

Experience Design (XD) Architect, Product Strategist, and former Creative Director with 25+ years of experience leading enterprise digital transformation across SaaS platforms, mobile ecosystems, and customer experience programs.

Known for bridging business strategy, design systems, and engineering execution, I specialize in turning complex organizational challenges into scalable, human-centered solutions. Over a decade at Slalom delivering program-level impact across fintech, telecom, public sector, and global travel platforms.

Strong focus on accessibility (WCAG), AI-enabled experiences, design systems, and cross-platform product strategy.

CORE CAPABILITIES

Experience Design Architecture (XD) | Product Strategy | Enterprise SaaS & Platforms
Mobile UX (iOS & Android) | Design Systems & Component Libraries
Customer Experience (CX) | Accessibility & Compliance (WCAG)
Service Design | Agile Product Development | Stakeholder Alignment
User Research & Testing | Cross-Functional Leadership | AI-Driven Experience Strategy

PROFESSIONAL EXPERIENCE

Senior XD Architect / Consultant

Slalom Build / Slalom Consulting — Denver, CO | 2015 – Present

Lead Experience Design Architect across multiple enterprise programs, partnering with executive stakeholders to define product vision, design systems, and scalable experience strategies.

Recent Engagement Highlights (2025–Present)

- **Public Sector – Accessibility & Platform Modernization**
 - Led UX strategy for ADA compliance initiative, domain consolidation, and mobile-first redesign
 - Integrated AI-driven enhancements and established long-term design governance model

- **Telecom – Fiber & eCommerce Ecosystem**

- Directed CX strategy for enterprise telecom platform, resolving fragmented customer journeys
- Delivered cross-domain experience alignment and scalable UX frameworks

Cruise & Travel Platform (2022–Present)

- Lead Mobile XD Architect for global cruise application (iOS & Android)
- Defined cross-platform UX strategy and scalable design system architecture
- Enabled multi-brand SDK-ready component library and design governance model

FinTech SaaS Platform (2019–2022)

- Lead Platform Designer for React-based enterprise SaaS product
- Facilitated executive workshops to define product vision and roadmap
- Mentored design teams and scaled design practices across pods

Enterprise & Mobile Experience Design (2015–2019)

- Lead iOS designer for Fortune 100 employee platform
- Built shared component libraries and scalable UX frameworks
- Delivered research-driven solutions through iterative testing and stakeholder collaboration

UX Designer

Charter Communications — Greenwood Village, CO | 2014 – 2015

Designed mobile and streaming product experiences within Agile teams, delivering user-centered solutions for digital entertainment platforms.

Creative Director – Digital eCommerce

RuMe, Inc. — Greenwood Village, CO | 2014

Led full-stack Shopify eCommerce experience and marketing ecosystem, integrating third-party systems (NetSuite, email platforms) and establishing mobile-first architecture.

Digital Creative Lead

Nelnet — Greenwood Village, CO | 2011 – 2014

Directed design for SEO-driven digital platforms supporting school enrollment systems. Served as product design lead and information architecture strategist.

Global Senior Creative Lead – Digital / Retail

Crocs — Niwot, CO | 2008 – 2010

Led global UX/UI team delivering Crocs' flagship eCommerce platform across 27 countries, expanding direct-to-consumer digital presence.

Earlier Career

- Senior Interactive Producer — Motive Interactive
- Co-Founder / Digital Consultant — Gern Blandsten, LLC
- Senior Interactive Art Director — Karsh & Hagan

Delivered digital campaigns and platforms for brands including McDonald's, Pepsi, Comcast, Warner Bros., HBO, and more.

TECHNOLOGIES & PLATFORMS

Figma | Sketch | Adobe Creative Cloud | InVision
Design Systems (Storybook, Zeroheight, Widgetbook)
React Collaboration | Mobile Design Systems
Accessibility Standards (WCAG) | AI-Enhanced UX Workflows

EDUCATION

Bachelor of Arts – Mass Communication & Graphic Design
University of Northern Colorado

Advanced Studies – Web Design & Interactive Development
Platt College of Design | The Art Institutes