JOHN LEVANDOWSKI

Saint Joseph, MI 49085 | 734-945-2349
john.levandowski@gmail.com | linkedin.com/in/john-levandowski/ | johnlevandowski.net/ - pw: JohnLevandow$k1

SENIOR MANAGER, USER EXPERIENCE RESEARCH

Strategic leader in user experience research and design driving product innovation across diverse industries, including mobile devices, consumer products, and digital platforms. Expertise in uncovering actionable insights through qualitative and quantitative research methods, bridging the gap between research and design, and mentoring teams to deliver measurable business impact. Adept at aligning research findings with business objectives to inform data-driven strategies and enhance user experiences. Proven track record streamlining processes, building empathy, and championing user-centered design as a catalyst for innovation.

KEY SKILLS

- Qualitative & Quantitative Research
- Interface Design & Prototyping
- Project Management
- Remote Usability Testing
- Interviewing & Moderating
- Remote & In-person Usability Testing
- Ethnography
- Personas & Scenarios
- Human-Centered Design
- Team Leadership & Mentoring
- Stakeholder Communication
- Product Development & Management
- Technology Road Mapping
- Microsoft Office
- Adobe Creative Suite
- Figma & Adobe XD
- Qualtrics
- dscout.com & UserTesting.com

PROFESSIONAL EXPERIENCE

SAMSUNG ELECTRONICS AMERICA | New York City, NY **Jan 2022 – Present**

Senior Manager User Experience Research

Drive ideation and decision-making for Samsung's Global UX Studio by identifying emerging opportunities for mobile device innovation through user-centered research. Conduct qualitative, quantitative, and secondary research to deliver strategic insights that shape key product decisions. Enhance the design process by effectively integrating insights and fostering user empathy through compelling storytelling, clear written communication, and engaging presentations. Translate user needs into actionable strategies, balancing business goals with design opportunities, with a focus on AI's emerging impact on experience.

KEY ACCOMPLISHMENTS

- Directly influenced the Studio's 2023 and 2024 project priorities by leading workshops informed by synthesizing research and analyzing trends. Aligned the team's strategic plans and delivered roadmaps that drove innovation and business objectives.
- Led a comprehensive mixed-methods research initiative on content creation, including a 600-person survey, 100-person diary study, and 10 interviews, uncovering insights that significantly shifted project focus to address previously unknown user needs.
- Achieved breakthrough insights in mobile communication and generative AI research, challenging long-held assumptions. Translated insights into concepts, demonstrating that complex legacy challenges can be solved with systematic AI deployment.
- Facilitated online and in-person design thinking workshops using techniques such as inclusive synthesis, crazy eights, and round-robins to help team members internalize research insights and enhance collaboration.

NEWELL BRANDS | Kalamazoo, MI **Jan 2019 – Dec 2021**

User Research Manager

Served as a player-coach for an all-remote research team, balancing leadership with hands-on research to deliver exceptional user experiences in 10+ product categories across two key business units. Managed and mentored four UX researchers, fostering skill development and collaboration through servant leadership and teaching human-centered design practices.

KEY ACCOMPLISHMENTS

- Decreased report writing time and revisions 50% by implementing flexible formats, templates, checklists, and pattern libraries.
- Reduced project lead times by creating a framework for research deliverables and prioritization, streamlining the scoping process in collaboration with industrial design leadership.
- Trained a UX research team in UI development, enabling them to create wireframes and workflows informed by their research while deepening their understanding of the design process. This effort closed resource gaps and improved project timelines.
- Strengthened team skills through mentorship in research methods, data analysis, insight development, and ergonomics.
- Served as design manager for Sunbeam's first app, ensuring an intuitive and user-friendly experience across the physical product and app, achieving an on-time launch.

NEWELL BRANDS | Kalamazoo, MI **May 2017 – Jan 2019**

Principal User Experience Researcher

Established foundational UX research and interface design practices for the organization's appliance division, fostering strong cross-functional relationships that enabled user-centered decision-making and streamlined product development timelines. Cultivated collaboration across local and remote product design teams to drive alignment and achieve key results. Applied a variety of research methods—including diary studies, log analysis, surveys, and usability testing—to develop a holistic understanding of user journeys across all segments of the division, iteratively improving experiences while aligning with business goals.

KEY ACCOMPLISHMENTS

- Shortened product development timelines by designing flexible interface layouts and logic workflows for traditional and connected appliances, supported by easily adaptable and updatable documentation.
- Led multiple international research projects, including the planning, management, and execution of on-site ethnographic studies in the UK and remote research across Europe, South America, and Australia, engaging over 1,000 survey participants.
- Advocated for user research by aligning teams around clear goals and managing project timelines, highlighting key metrics such as star ratings and user reviews to highlight improvements to user experience.
- Achieved a 10% reduction in development time by collaborating with the engineering team to define a user-centered interface technology roadmap that balanced user needs with business constraints across the organization's brand portfolio.

WHIRLPOOL CORPORATION | Benton Harbor, MI **Jan 2016 – May 2017**

User Experience Strategist

Collaborated with engineers, designers, and marketers to redefine Whirlpool's global interface strategy. Integrated technology and consumer research with a deep understanding of Whirlpool's global brand segments to create a strategy that met business objectives and user needs across all regions. Secured buy-in throughout the development process from leaders at all levels, including executives, by creating storyboards, presentations, videos, and facilitating global workshops.

KEY ACCOMPLISHMENTS

- Reduced complexity in Whirlpool's technology portfolio, streamlining the number of interfaces by over 50% through a consumer-driven roadmap, while maintaining differentiation for 13 global brands.
- Directed research on the future of major appliances, focusing on emerging interface and sensing technologies. Collaborated with the Advanced Design team to translate findings into actionable recommendations that directly impacted strategy.

WHIRLPOOL CORPORATION | Benton Harbor, MI **Aug 2010 – Jan 2016**

User Experience Designer

- Led UX research and interface design for cooking appliances, collaborating with a global team of designers, engineers, and product managers.
- Conducted comprehensive user experience research using mixed methods, including surveys, in-home ethnography, co-creation, in-lab usability testing, journey mapping, and heuristic evaluation.
- Created wireframes, workflows, and prototypes through iterative design methods to continually improve user experiences.

Additional Experience *includes serving as an Interaction Designer at Change-IT GmbH in Cologne, Germany; Senior Designer at Akasha Crystals, Inc., in Ann Arbor, MI; and Graphic Designer at Park West Gallery in Southfield, MI.*

EDUCATION

Master of Science in Human-Computer Interaction | University of Michigan | Ann Arbor, MI

Bachelor of Fine Arts in Design Communication | Belmont University | Nashville, TN

HONORS & AWARDS

Design Center Mentor of the Year | Newell Brands | 2020

Project Team of the Year | Newell Brands | 2019

PATENTS

Patent No. 12116158B2, Canning Device | US Patent & Trademark Office | 2023

Patent No. 10782027, Household Appliance with User-Selectable Sear Feature | US Patent & Trademark Office | 2020

Patent No. 3473935, Cooking Appliance with User-Selectable Sear Feature | European Patent Office| 2020