

# Garr Ovard

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## PROFESSIONAL SUMMARY

Strategic **UX & Product Design Leader** with **10 years directing SaaS, enterprise, and mobile** design for **300 million global users**. Conducted **user research** in the U.S. and abroad. **12 years creative direction**. **5 years fintech design**. **2.5 years using AI** to accelerate productivity. Proven ability to **mentor and inspire designers**, partner with executives, and deliver **scalable design systems**. Adept at **pattern recognition** and blending **emotive design** with **science-driven insights**. **Human-centered design, accessibility (WCAG AA)**, and **cross-functional collaboration** at the enterprise level.

## CORE COMPETENCIES

Creative Excellence | Relationship Building | UX Design Leadership | Team Mentorship | Storytelling | Human-led AI | User Interface Design | Human-Centered Design | Enterprise Design Systems | Cross-Functional Collaboration | Accessibility Compliance (WCAG 2.2) | Usability Testing & Research | Inclusive & Cross-Cultural Design | Stakeholder Engagement | Budget Optimization

## PROFESSIONAL EXPERIENCE

### UX Design Manager / Senior UX Designer | SirsiDynix, Lehi, UT

May 2015 – March 2025, 9 years 10 months

- Directed UX for enterprise library software serving over **300 million users** worldwide across discovery, circulation, acquisitions, commerce, and mobile.
- **Applied human-centered design principles** to translate research and data into product improvements, aligning experiences with patron and librarian needs.
- **Partnered with C-suite, product, and engineering leaders** to bring user research and accessibility insights into roadmap discussions and product planning.
- Managed and mentored an effective UX team, fostering collaboration, skill growth, and a culture of accessibility and inclusive practices.
- Maintained a comprehensive **design system and WCAG AA-compliant accessibility standards**, supporting screen readers, keyboard navigation, and global usability.
- Selected for **international usability testing in the UK**, strengthening relationships with 4 university clients and improving adoption and retention.
- Awarded **1st Place in Innovation Days** for cloud-based UX enhancements, boosting product value and driving adoption.

### **Personal Leave - April 2025 - August 2025**

Prioritized marriage and international family commitments; supported wife's and stepson's U.S. visa applications while immersing in Spanish and cross-cultural learning in Argentina. Explored AI's role for prototyping multilingual, database-driven applications.

### **Interactive Designer / Design Consultant**

Zions Bank / Affiliate Interactive Services / Zions Bancorp, Salt Lake City, UT

October 2010 – May 2015, 4 years 7 months

- Rescued a stalled redesign for **National Bank of Arizona**, optimizing design, mentoring a developer, and accelerating launch.
- Designed and coded responsive websites, landing pages, and marketing assets for **Zions Bank** and affiliated institutions, improving usability and calls to action.
- Advanced to final review in design challenge to reimagine web and mobile branding.

## **EARLIER CAREER HIGHLIGHTS**

### **Creative Director / Interactive Art Director / Entrepreneur**

- Oversaw **2 multidisciplinary creative teams**, leading design on a **\$7M engagement**
- Founded and operated a design business serving tech startups and real estate investment firms across the Western United States
- Delivered measurable results: Redesign **slashed Cost Per Lead 82% in 1 week**
- **30% increase in classifieds signups** on the world's largest online boating network
- **Executive Creative Director** at dot-com startup with stock options

## **TECHNICAL SKILLS**

Design: Figma, Sketch, Adobe Creative Suite | AI Tools: Midjourney, Grok, ChatGPT, Claude, and others as needed for visualization, analysis, research, and automation | Methods: Agile, Lean UX, Design Thinking | Collaboration: Jira, Confluence, Slack | Coding: HTML5, CSS, JavaScript (conversational)

## **EDUCATION**

### **Art Institute of Seattle (AIS), Seattle, Washington**

- Full Competitive Scholarship (national awardee) | 1997 – 1998
- Dean's List; invited to inaugural Student Government
- Faculty recognition for design thinking; later commissioned for client branding

### **Salt Lake Community College, Salt Lake City, UT**

Graphic Design Studies, 1996 – 1997

- Faculty-recommended for national scholarship competition