

JOHN WANTZ JR.

Senior Product Designer · Conversational AI · Design Systems · Research-Driven UX

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Senior product designer with 10+ years across enterprise SaaS, fintech, legal tech, insurance, and AI-native products. Fluent across the full design stack — from early-stage research and data-flow architecture through high-fidelity Figma execution and design-to-code handoff. Deep specialization in conversational AI: IVR, Dialogflow, chatbot, voicebot, and agent workflow UX across regulated industries. Built a Figma plugin that generates tokenized design systems programmatically. Two issued patents.

CORE SKILLS

Design craft: Figma (plugin authorship, tokenized design system generation), high-fidelity UI, low-fidelity wireframes, prototypes, responsive & mobile design, accessibility

Conversational AI: IVR taxonomy & content design, Dialogflow / Voiceflow, chatbot & voicebot UX, NLP pattern design, agent workflow UX, conversational content review frameworks

Research & architecture: User research, usability testing, journey mapping, data-flow architecture, information architecture, taxonomy, service design, heuristic evaluation

Systems: Semantic design systems, design tokens, component libraries, iOS / Android / web, design-to-code collaboration, Figma, FigJam, Notion, Jira, Git/GitHub

EXPERIENCE

Founder · Product Designer | TARX Nov 2023 – Present

- Built a Figma plugin that generates tokenized design systems from structured input — producing semantic token hierarchies, component scaffolding, and design-to-code handoff artifacts programmatically.
- Designed end-to-end product surfaces for a local-first AI runtime: chat, voice, onboarding, memory, task states, and privacy controls — from concept to shipped code across web, desktop, and iOS.
- Authored the full design system including brand tokens, interaction patterns, and accessibility specs; partnered directly with engineering on component QA, responsive behavior, and release polish.
- Defined UX patterns for complex AI behavior: model routing, evidence display, prompt scaffolding, local vs. cloud deployment boundaries, and inspectable outputs for non-technical users.

UX / Design Lead, Conversational AI | State Farm Aug 2023 – Nov 2023

- Designed content taxonomies and information architecture for IVR, Dialogflow, Voiceflow, chatbot, and live-agent handoff workflows — structuring conversational content for consistent retrieval and maintainability.
- Led journey mapping and conversational UX pattern work across regulated insurance workflows; built response-review and adoption frameworks used by AI engineering and compliance teams.
- Partnered with AI engineering, product, legal, and compliance to align system behavior with policy guardrails — balancing NLP capability constraints with CX quality standards.

Principal UX · AI Experiences | LexisNexis Jul 2022 – Jul 2023

- Defined UX strategy for AI-assisted legal research and authoring experiences serving attorneys, students, and academics — including information architecture, workflow mapping, and interaction patterns for LexisNexis+ AI.
- Led platform simplification work within a 110+ product global SaaS consolidation: rationalized cross-product navigation, taxonomy, and user flows to reduce cognitive load across a highly fragmented product landscape.
- Advanced reusable design-system, taxonomy, and categorization patterns for data-sensitive legal workflows; contributed to shared component standards across a distributed design org.

Sr. Manager UX · Conversational AI & Mobile | Charles Schwab Dec 2019 – Jul 2021

- First designer on Everest, Schwab's semantic design system — built the token architecture unifying iOS, Android, and web component libraries through shared semantics and interaction patterns.

- Led UX for Schwab Assistant NLP chatbot, defining intent taxonomy, dialog flows, fallback handling, and escalation paths; contributed to the conversational AI foundation serving millions of brokerage customers.
- Designed Schwab Intelligent Portfolios (robo-advising), thematic investing, ETF discovery, and Apple Watch / CarPlay / Catalyst surfaces — spanning from low-fidelity data-flow mapping through shipped production UI.
- Supported TD Ameritrade post-acquisition integration: offering maps, user journey rationalization, and semantic design system strategy across two brokerage product ecosystems.

Sr. Lead · Retail Innovation | Target *Apr 2016 – Jun 2017*

- Led service design and MVP UX for Target+ marketplace — third-party seller onboarding/churn research, personas, taxonomy, data-flow architecture, admin UX, and enterprise testing with a 20-person cross-functional team.
- Directed high-fidelity prototyping across mobile, web, voice, and AR; produced a 53-page InVision prototype used for ongoing user testing and stakeholder alignment.
- Research and P&L modeling supported 2 acquisitions, 3 investments, and the launch of Target+ 1.0.

Founder · Product UX/UI Lead | Comrse (acquired) *Feb 2012 – Mar 2016*

- Designed a normalized data taxonomy that reduced 40 product attributes to two checkout options for in-stream social commerce with Twitter and Pinterest.
- Led end-to-end UX: user research, wireframes, merchant onboarding, design-to-engineering handoff through acquisition. Patent inventor: US20150278931A1.

Voice & Chat Lead · Inventor | AT&T / MyANumber *May 2010 – Jan 2012*

- Invented the MSSI multi-device session protocol, enabling call and text continuity across phone, watch, tablet, and connected devices — licensed as AT&T NumberSync. Patent: US20160119469.
- Owned UX research, data-flow architecture, content taxonomies, journey mapping, and OEM service specifications adopted by Samsung, LG, and Apple.

PATENTS

US20150278931A1 · Attribute-based Commerce Checkout

US20160119469 · Multi-Device Session Identity (MSSI) — basis of active Federal Circuit appeal

EDUCATION & RECOGNITION

Guest Instructor, Master's Program, University of Washington · AI/ML Program, University of Texas · Sociology coursework, Whatcom College