

# Jason Neil Gramke

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## Summary

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A results-driven and forward-thinking product designer with a proven track record in experience design, product development, experience architecture, user testing, and design process development. Recognized for ability to lead cross-functional teams in creating user-centered solutions that enhance customer engagement and drive business growth. Demonstrated strengths in problem-solving and time management while facilitating productive collaboration, driving positive outcomes, and advancing shared objectives. Dedicated to delivering exceptional user experiences and fostering a culture of innovation.

## Experience

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S&C Electric Company

Chicago, Illinois

### Product Experience Architect

2023 — 2024

Established Product Experience practice within New Product Development department of century-old engineering and manufacturing company. Built small team comprising Human Factors Design Engineers and Industrial Designers. Integrated user testing into design culture.

- Developed customer engagement framework based on Design Thinking principles, methods, and activities.
- Introduced Product Architecture department to Human-Centered Design, incorporating practices into the New Product Design process.

VML

Kansas City, Missouri

### Group Director, Experience Design

2011-2023

Played active role in client strategy and creative vision, team leadership, professional development, and new business efforts. Led product design team of 12 to create Ford Guest Experience Platform, a critical digital engagement in Ford ecosystem— experience for both dealers and customers to ease service burden so customers could get to where they needed to go.

- Led design team of 8 to create and launch first new vehicle e-commerce solution for OEM with national network of dealers—Ford Motor Company.
- Oversaw digital transformation for ACT, which included new platform implementation, product design, UX/UI, and visual design.
- Partnered with clients including Ford Motor Company, SAP, ACT, US Bank, Phillips 66, and Tom's of Maine.

## Additional Experience

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JAJO Inc., Wichita, Kansas, **Creative Director**, 2007-2011. Played active role in growing agency business as well as leading members of creative team to develop brands and brand voice through on-target strategies and execution. Partnered with clients including Hawker Beechcraft Corporation, and Delta Dental of Kansas.

Koch Industries, Inc., Wichita, Kansas, **Associate Creative Director**, 2006-2007. Ensured profitability of company by understanding and implementing Market Based Management principles for clients such as Koch Industries, Georgia Pacific, INVISTA, MBM Institute, Flint Hills Resources, and Matador Ranch.

VML, Kansas City, Missouri, **Associate Creative Director**, 1998-2006.

## Education

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ArtCenter College of Design — Pasadena, California

### BFA Graphics and Packaging Design

### **Certifications**

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- Customer Experience Certificate Program, Lindenwood University
- Design Thinking Practitioner Certification, Luma Institute
- Influence Without Direct Authority, University of Wisconsin, Madison

### **Technical Skills**

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Adobe Creative Suite, Figma, Sketch, Mural, Miro, Bluescape, MacOS/iOS, Windows PC, and Microsoft Office

### **Affiliations**

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Advisory Board Member Lindenwood University Customer Experience Program, 2023-2024