Garr Ovard

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PROFESSIONAL SUMMARY

Strategic UX & Product Design Leader with 10 years shaping enterprise, SaaS, and mobile experiences for over 300 million global users. Creative Director for 12 years, 5 years fintech design expertise. Passionate about leading high-performing design teams and adept at building relationships. Know-how to foster an inclusive culture, and align design vision with business strategy. Skilled at delivering coherent, scalable design systems across multiple products and complex workflows while ensuring WCAG accessibility, user trust and security. Early adopter of AI with expertise in advanced prompting, agent creation, and prototyping multilingual applications.

CORE COMPETENCIES

UX Design Leadership & Vision | Team Coaching & Growth | International User Research | Enterprise SaaS Product Design | Accessibility Compliance (WCAG AA) | Inclusive & Cross-Cultural Design | **Human-Al Collaboration & Agent Prototyping** | Storytelling & Executive Influence | Usability Testing & Data-Driven Insights | Human-Centered Design |

PROFESSIONAL EXPERIENCE

UX Design Manager / Senior UX Designer | SirsiDynix, Lehi, UT May 2015 – March 2025, 9 years 10 months

- **Directed UX across 5 product domains** (discovery, circulation, acquisitions, commerce, and mobile), ensuring consistent design system adoption for **300M+ global users**.
- 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 **usability testing in the UK**, strengthening relationships, informing new product designs and improving retention for 4 clients.
- Awarded 1st Place in Innovation Days for cloud-based UX enhancements, driving adoption and reinforcing company market leadership.

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.
- Founder of design business serving tech startups and real estate investment firms.
- 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 Systems and Accessibility (WCAG) | Design: Figma, Sketch, Adobe Creative Suite | Al 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 - Visual Communications, 1997-1998

- Full Competitive Scholarship (national awardee)
- Dean's List; invited to inaugural Student Government
- Recognized by faculty for design thinking; later commissioned for client branding

Salt Lake Community College, Salt Lake City, UT - Graphic Design Studies, 1996 – 1997 Recommended for national design and scholarship competition