

JOHN KARL

PRODUCT & UX DESIGN EXECUTIVE | PRODUCT STRATEGY & EXPERIENCE LEADERSHIP | AI INNOVATION | SAAS PLATFORMS

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SUMMARY

Strategic Product and UX Design Executive with 19 years of experience driving SaaS innovation, digital transformation, product strategy, and customer experience. Proven leader in building high-performing teams, scaling enterprise platforms, and aligning technology investments with business growth and operational excellence.

Pioneered AI adoption across Product, UX, and Research teams, integrating intelligent tools and workflows to accelerate innovation, improve productivity, and strengthen technological efficiency without compromising product quality, established processes, or standards.

Led enterprise product portfolios serving 500K+ users and delivered approximately $1.3M in annual operational savings through AI-enabled customer experience transformation. Combines strategic vision, technical expertise, and customer-focused leadership to modernize organizations, empower teams, accelerate product delivery, and generate measurable business value.

PROFESSIONAL EXPERIENCE

TRANSFLO | Apr 2018 – Present

Enterprise / SaaS / Mobile / Web / B2B / B2C / Platform / API / AI Innovation. Led product, UX, and experience work across four roles, from Sr UX/Product Designer to Head of Mobile Product/UX Design, as Transflo passed $100M in annual revenue, earned its first Inc. 5000 and FreightTech 25 recognition, and expanded its mobile, SaaS, automation, and AI-enabled products.

HEAD OF MOBILE PRODUCT/UX DESIGN

Feb 2025 – Present

- Own product strategy, experience vision, and product roadmap for a mobile portfolio serving 500K+ drivers, leading a 10-person team of Product Managers, Product Owners, designers, and researchers across global time zones.
- Direct 6 designers, 2 principal and 4 staff-level, through a lead structure in which design leads each manage a team of two designers.
- Integrate AI/ML capabilities across product and workflow experiences, contributing to a 15% improvement in customer satisfaction and an approximately 40% reduction in support demand through faster document processing and self-service.
- Design conversation flows, intents, and fallback and escalation paths for the "Hey Transflo" self-service assistant across 10K+ support topics, raising containment to 90% and cutting live-agent transfers by 95.2%.
- Partner with executive leadership, Sales, Engineering, and Customer Success on launch strategy and go-to-market execution, contributing to a 12% revenue increase through stronger product positioning.
- Lead mobile product and UX alongside Engineering, Sales, and Marketing as Transflo joined the 2025 Inc. 5000 and debuted at No. 16 on FreightWaves' 2026 FreightTech 25.
- Cut the driver document workflow from 10 steps to 3 and reduced time-to-submit by 70% through a redesign spanning a mobile ecosystem of 500K+ drivers.
- Scale a Figma and Storybook design system to 200 reusable components across four products, reaching about 90%

component reuse and reducing design-to-development handoff time by 40%.

- Establish product design direction, governance, design reviews, and career frameworks across multiple product squads, reducing design-to-development rework by 25% while developing designers into senior and leadership roles.
- Build design organizations drawing on 8+ years of people leadership, hiring ten team members, growing two designers from junior to senior to principal, and sustaining about 80% retention through structured career development.
- Manage a $150K annual design technology and vendor budget across Figma, Storybook, AI tooling, contractors, and agencies, lowering per-project costs by approximately 20%.

HEAD OF PRODUCT EXPERIENCE/UX DESIGN

Jan 2021 – Feb 2025

- Delivered approximately $1.3M in annual organizational savings by transforming the enterprise Knowledge Base and AI-assisted self-service experience, enabling 95% of users to resolve issues without live-agent support.
- Directed the UX, Research, and Innovation teams that contributed to Transflo surpassing $100M in annual revenue, delivering experiences for a platform serving 5,400+ customers and 800 million documents a year.
- Led UX for Mobile+ 5.0 and the Mobile+ 6.0 "Snap, Tap, and Done" scanning experience on a 3M+ download driver app, and collaborated with Comdata to launch Transflo Wallet.
- Partnered with Product, Engineering, and Customer Success on platform enhancements improving freight visibility, document and data flow, and automated billing for 60,000+ carriers and 2 million professional drivers.
- Modernized the UX operating model with Figma, Storybook, and Claude-powered AI workflows, accelerating design cycles while maintaining brand, accessibility, and UX standards across products.
- Established Voice of the Customer (VOC) and NPS programs that surfaced experience gaps, shaped product priorities, and improved customer adoption, satisfaction, and retention.
- Unified Product, UX, Research, Product Marketing, Creative, and Knowledge functions within a 6-person organization around one end-to-end customer journey and product experience strategy.
- Translated customer insights and competitive intelligence into scalable product and experience investments with executive leadership, Engineering, Sales, and Customer Success, tying portfolio priorities to commercial value.
- Mentored and developed product and experience professionals, building a team culture grounded in customer empathy, innovation, accountability, and continuous improvement.

DIRECTOR OF USER EXPERIENCE

Jan 2020 – Jan 2021

- Launched the company's first scalable self-service Knowledge Base and customer education portal, generating approximately $1.2M in annual savings while improving support deflection, customer enablement, and retention.
- Redesigned Transflo's mobile experience to simplify critical driver workflows, helping raise app ratings to 4.8 on iOS and 3.4 on Android.
- Directed 12 concurrent product and experience initiatives as a player-coach leading 3 UX designers and researchers, introducing Agile/Scrum practices that improved prioritization, velocity, and delivery consistency.
- Migrated the UX organization to Figma, building reusable design patterns that improved design consistency, collaboration with Product and Engineering, and developer handoffs.

SR UX/PRODUCT DESIGNER

Apr 2018 – Jan 2020

- Led customer discovery, journey mapping, prototyping, and experience strategy for mobile scanning and load workflows, reducing driver friction and speeding document submission and payment cycles.
- Delivered five validated prototypes in one week, accelerating executive and stakeholder alignment, lowering product and engineering risk, and earning industry publication recognition.
- Introduced the company's first formal Agile operating practices as its first Certified ScrumMaster (CSM), setting up Scrum ceremonies, prioritization methods, and delivery routines that improved transparency.
- Translated complex transportation workflows into validated designs and actionable product requirements, connecting customer pain points, business priorities, and engineering execution.

SENIOR DIRECTOR OF MARKETING AND DESIGN

Entangle Media | Jul 2016 – Apr 2018

Technology / Information Technology / SaaS / Web / Services. Led brand, marketing, and digital product work for healthcare, education, and technology clients as Senior Director, building a creative team and shipping a 3D ShimSpine patient-education app and an Agile event platform.

- Conceptualized and delivered a 3D patient-education application for ShimSpine, turning complex clinical information into an engaging and understandable digital experience.
- Led an Agile event-platform experience from concept through launch, coordinating stakeholder requirements, experience design, and execution across teams to accelerate delivery.
- Recruited and developed creative and design talent while guiding healthcare, education, and technology clients through brand, digital, and experience decisions balancing usability and business value.

UX DESIGNER (CONTRACT)

Chasm Communications | Jan 2016 – Jul 2016

Custom UX / Services. Turned complex auditing workflows into usable software concepts for PwC and Deloitte as a contract UX designer, using research, journey mapping, and interactive prototypes validated with clients and partner teams.

- Designed interactive prototypes for PwC and Deloitte auditing software, simplifying complex workflows to meet audit, compliance, and operational requirements.
- Conducted user research and stakeholder discovery to define requirements and map user journeys, then validated concepts and refined user flows with clients and partner teams.

CHIEF DESIGNER

OneGenius.com | Jan 2007 – Jan 2016

iOS Development / Mobile / Custom iOS Mobile / Web Applications

- Designed and launched the Quik Tracks iOS application, taking a new mobile music experience from concept to market during the early expansion of the App Store.
- Guided product and experience design from concept and requirements through interaction design, development collaboration, testing, and launch for consumer and B2B applications.
- Created financial and point-of-sale software workflows that simplified complex transaction and operational processes for business users.

AFFILIATIONS

- Vice President/Technical Director of Holy Trinity Lutheran Church
- Tampa Bay Jeep Krewe - Board Member (2018-2020)
- ASCAP Member

INTERESTS

Automotive Restoration (rebuilt a 1951 Willys CJ3A and a 1969 Camaro; lifted multiple Jeeps) | DIY Projects | Football | Water Skiing | Horseback Trail Blazing | Tech/Gaming | Music (Producing/writing)

Family, Music, Football

EDUCATION

Associate Degree - Applied Science - Specialized in Graphic Design - Sage Colleges | Albany, NY

CORE SKILLS

Product Strategy • Portfolio & Roadmap Management • SaaS & Mobile Products • AI/ML & Generative AI • Digital Transformation • Go-to-Market • UX & Product Design • VOC & Customer Insights • Product Discovery • Adoption & Retention

CERTIFICATIONS

CSM, Certified Scrum Master | Scrum Alliance | 2019 - Current