

JOHN HURR

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Design leader with a track record of building high-performing teams, shaping product strategy, and delivering connected hardware and software experiences.

SONOS — Seattle, WA (4 years)

Director of User Experience | May 2025–Jul 2026

Senior UX Manager | Apr 2022–May 2025

Led multidisciplinary UX teams responsible for hardware, setup, configuration, and integrated system experiences across the Sonos portfolio. Defined UX strategy, established enterprise-wide hardware UX standards, aligned cross-functional teams, and built a high-performing design organization focused on quality and execution.

- Directed talented team of eight UX professionals specializing in hardware UX, application design, creative technology, creative direction, and end-to-end hardware/software experiences.
- Established Sonos' portfolio-wide Hardware UX Guidelines and system-level experience principles, defining the interaction and quality standards for six product families and seven launches.
- Sustained portfolio execution and performance as well as optimized approximately 30% of resources by restructuring UX organization around product-focused delivery models.
- Expanded AI-assisted prototyping across three UX organizations, accelerating concept validation, reducing development risk, and improving cross-functional decision making.

Best Buy — Seattle, WA (4 years)

Senior UX Manager | Feb 2020–Apr 2022

UX Manager | Sept 2018–Feb 2020

Transformed design practices by implementing modern UX methodologies, governance frameworks, and cross-functional collaboration models. Championed user-centered design practices to enhance customer journeys and accelerate product innovation. Led long-term experience visioning and customer research initiatives that shaped Best Buy's post-purchase engagement strategy.

- Steered high-performing UX organization of up to 15 direct reports, including two UX managers by leading multidisciplinary teams spanning junior to principal-level designers.
- Scaled UX organization by 100%, expanded support from single product portfolio to three strategic business areas, and maintained 100% employee retention for more than two years.
- Established and led Best Buy's inaugural digital membership platform design organization, while tripling team capacity and contributing to twofold increase in customer acquisition, engagement, and membership growth.

BFA Graphic Design

Miami University / Oxford, OH

Human Computer Interaction - User Experience Certificate

MIT / CSAIL

Patents

US 20160123761 A1

Linear route progress interface

May 2016

US 20150088624 A1

Location-based task and game functionality

March 2015

INRIX — Kirkland, WA (6 years)

Design Director | Jan 2017–Sep 2018
Design Lead | Jan 2016–Jan 2017
Senior UX Designer | Oct 2012–Jan 2016

- Led a team of seven designers across automotive, mobile, and web products.
- Directed UX for an in-car application ecosystem and a global traffic analytics platform used to interpret and share millions of data points.
 - Integrated parking capabilities into INRIX mobile products and SDKs, helping grow parking-services revenue 8× in one year.
 - Shipped multiple iOS and Android releases that reached five-star ratings in their respective app stores.

UI/UX Designer

Gripwire / Seattle, WA
October 2011 - October 2012

UI/UX Designer

Free & Clear / Seattle, WA
September 2009 - October 2011

Interactive Designer

Pyramid Communications / Seattle, WA
June 2008 – May 2009

Web Designer

Snapvine / Seattle, WA
August 2007 – June 2008



Expertise

Executive Design Leadership | Design Operations (DesignOps) | Portfolio & Program Leadership | Product Strategy | Cross-Functional Leadership | Executive Alignment | Organizational Design | Design Systems Leadership | Consumer Hardware & Software | Human-Centered Innovation | AI-Enabled Product Development | Agile Product Delivery | Design Resource Planning | Change Leadership | Design Excellence | Team Leadership & Coaching



Technical Skills

Figma, FigJam, Adobe Creative Suite, ChatGPT, Claude, GitHub Copilot, GitHub, Jira, Confluence, Notion, Miro

