

JOHN CIZMAR

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PRODUCT | SEARCH | UX & IMPLEMENTATION LEADER

Product and UX leader with 15+ years improving search, AI, discovery, and findability for retail, financial services, healthcare, media, and public-sector clients. Product and UX lead across 100+ implementations, owning research, visual design, requirements analysis, and implementation while directing a 10-person global delivery team. CSPO and CSM certified.

SELECTED EXPERIENCE

Alucrative, Chicago, IL

Product & Delivery Analyst, AI & Search | Jan 2025 – Present

- **Led UX and product direction for an AI semantic search product** in eDiscovery, designing retrieval and review experiences over unstructured legal content; estimated to cut attorney discovery effort by 50%.
- **Directed search modernization for a 100K+ component e-commerce catalog**, prototyping GenAI-assisted discovery that reduced no-result searches and surpassed client CSAT benchmarks.

MC+A, Chicago, IL

Delivery Manager & Product Owner | Jan 2009 – Nov 2024

Progressed from Business Analyst to Delivery Manager & Product Owner. Sole UX lead on client engagements while directing 10 global consultants delivering enterprise search, portals, and AI.

- **Owned end-to-end UX for a Fortune 500 auto retailer's B2B payment and credit portal**, from user interviews and journey maps through high-fidelity prototypes and UAT; estimated to **deflect 30% of 300,000 annual support tickets and save \$4.5M per year**.
- **Redesigned a major national newspaper's search experience** after research showed readers could not identify a story's format; introduced result-type components (article, video, photo essay) that reduced cognitive load and improved search CSAT.
- **Led UX and design** for an electronic health record company's client portal migration, consolidating entitlements across five applications and achieving **90% user adoption** in month one.
- Wrote a search UX playbook and a reusable Gherkin user story library that became the delivery baseline across engagements, cutting sales-to-service cycle time by 50% and supporting a 40% improvement in service profitability.
- Led research and functional analysis for a winning \$2M municipal RFP, **building the pilot-to-scale business case with 300% projected ROI**.

SKILLS

- **Search & AI:** E-commerce Search, Query Classification, Semantic Search, Learning to Rank, Elasticsearch, Coveo, Solr, GenAI/LLM Integration
- **UX & Research:** Search Experience Strategy, Journey Analysis, Personas, User Interviews, Usability Testing, A/B Testing, Search Analytics, Wireframing, Prototyping, Visual Design
- **Product Ownership:** Roadmapping, Backlog Prioritization, Business Case Development, KPI Frameworks, Acceptance Criteria, Story Mapping, Risk & Governance
- **Tools:** Figma, Miro, Jira, Confluence, Google Analytics, Adobe CC, Agile/Scrum, BDD/Gherkin

EDUCATION & CERTIFICATIONS

Ohio University, MFA | Bradley University, BFA

CSPO (2024) and CSM (2025), Scrum Alliance | Google Project Management Certificate (2025)