

Cyril Wochok / Experience Map

Ziff Davis - 1996 - 2006

Electronic Gaming Monthly



Greg Miller / CEO and loudmouth, Kinda Funny
EGM #136 is the only issue I've held on to, and that's because it means so much to me. PS2 was my first console.

So when I think of waiting nine hours in line at the Meijer electronics department, I think of reading and rereading issue #136 cover to cover to pass the time. It was the sacred text!

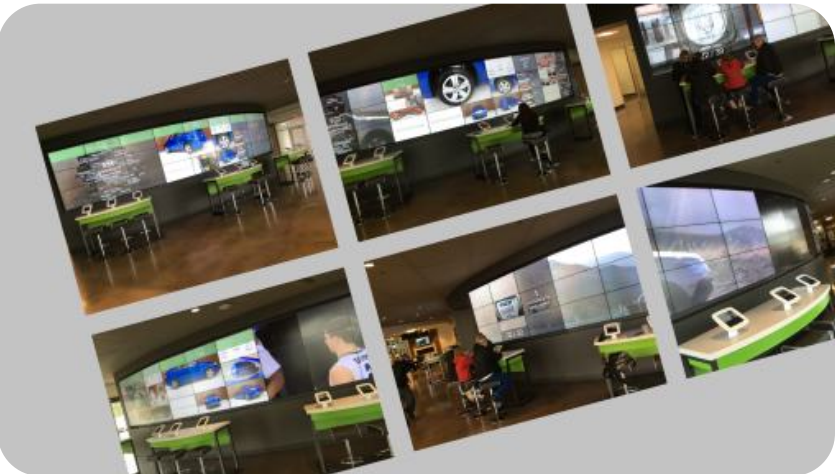
John Linneman / Digital Foundry

It's the Dreamcast launch issue that stuck with me. The way all the launch information was assembled in this particular issue of EGM is something I've never forgotten.

The product shots scattered about town really felt fresh and unique.

Lextech - 2006 - 2011

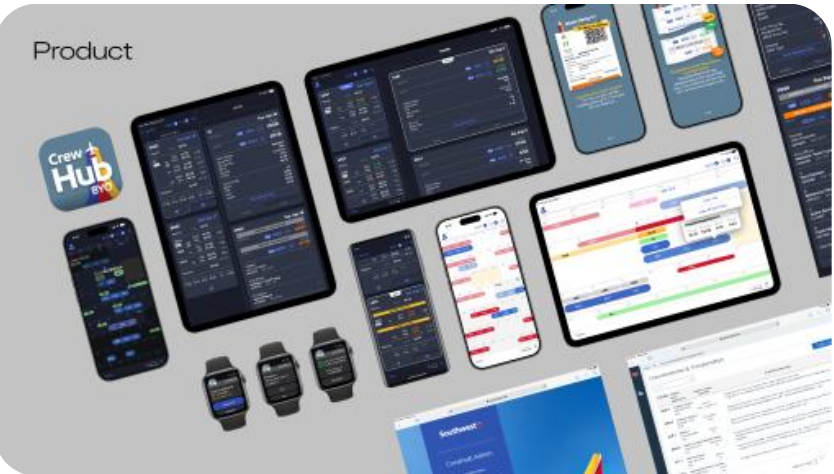
Sonic Automotive / EchoPark



Jeff Dyke, President, Director at Sonic Automotive
There's a huge influence from Lextech within Echo Park with our ImagineBar, and it's made a big difference for us.

Lextech - 2018 - 2020

Southwest Airlines



Jennifer Thompson / Senior Manager, Crew Ops Mobility at Southwest Airlines

Even to this day, we are still looking back to that vision and roadmap, and everything we talk about and plan for is still relevant and necessary to our future plans for crew mobility."

Lextech - 2020 - 2023

Gilead Sciences



Stenly Tan / Sr. Manager - Enterprise Platforms and Digital Products at Gilead

Gilead currently has no IT governance for UX and we would like to leverage the beautiful design Lextech has been establishing in GPRO for our future developments across different apps/platforms.

Lextech - 2023 - 2026

American Airlines



James Kim / Lead Product Designer at American Airlines

I appreciate the way you like to try out different options and how you create designs that are backed with an actual creative concept. You played an incredible role during these past couple of months and I'm glad we got to work together!

Contact

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Education

University of Illinois
Urbana-Champaign
Graphic Design Studies

Academic Leadership

Adjunct Professor
Northern Illinois University

Partnered with the Computer Science Department to create its User Experience Design curriculum; awarded Adjunct Professor status after developing and teaching the program

AI Tools

- Chat GPT
- Claude
- Runway
- Figma Make



Stories

Electronic Gaming Monthly #1 enthusiast video game magazine, 500,000+ monthly circulation

Directed monthly cover and feature design from concept to completion. Hired and led two associate art directors; set workflow and design direction.

Unknowingly spent \$20k (2.5x the monthly design budget) on models, hair, makeup, and locations for the PS2 launch feature. I thought I was going to be fired.

Hired and directed top freelance illustrators and photographers.

Sonic Automotive is a Fortune 500 automotive and powersports retailer in the United States, operating 145 locations.

Designed a connected suite of apps that enabled a salesperson to complete a sale in under an hour, by themselves, on their iPad.

Limited access to user feedback during production releases due to Lextech's failure to educate stakeholders on the importance of user-centered design.

Redesigned the 20-foot Imagine Bar interactive wall that "does nothing," according to the Sonic President's review, after its initial installation by another company.

CrewHub is a day-of-flight and schedule management tool used by nearly 30,000 Pilots and Flight Attendants at Southwest.

Crewhub replaced a popular crew-created homebrew app causing union pushback and low adoption until must-have features were implemented.

The initial experience suffered from slow performance, lack of APIs, and the need to screen-scrape data to populate screens.

Working closely with users in production, the CrewHub team delivered features and performance that enhanced quality of life for the Southwest Crew Members.

GPRO unifies sales data from multiple sources and visualizes the information, so people can measure brand performance, identify prescribing trends, and collaborate together on sales strategy.

Through research, stakeholder education, and a dedicated core group of users, we delivered the first release of GPRO for the HIV sales force.

The GPRO framework was customized for several other therapeutic areas at Gilead. Initially, a lack of new stakeholder education and user input limited the ideal experience at launch.

Creation of all the training and marketing materials for launch and subsequent releases including user guides, email templates, release videos, and branding elements.

Lextech was brought in by Apple to help AA create a communication platform for Pilots and Flight Attendants. Stakeholders were unhappy with internal projects and wanted outside help.

Working with the Pilot union and a core group of users, we designed and delivered ECS for iPad, iPhone and progressive web within the contract-dictated time limit.

Flight Attendant stakeholders and union mistrust led to limited user input during the design phase. Silos limited broader experience consistency.

Created a vision concept for the future integrated crew experience.



Skills

Art direction	Mentoring	Humility	Getting out of the way
Illustration	Leadership	Accountability	Collaboration
Photo editing		Resilience	

Product Strategy	Big-picture thinking	Lack of UX Leadership	Executive Communication
Product Discovery	Design System		Interaction Design
	Workshop Facilitation		

User research	Mobile UX	Information architecture	Agile product development
Journey mapping	iOS		User research
Future vision video creation	Android		

Product strategy	User research	Failing forward	Graphic design
Mac design	UX Leadership	Executive communication	Multimedia producer
		Agile development	Instructional design

Product strategy	Design systems	Executive communication	AI design
Product discovery	Mobile UX	UX leadership	Workshop facilitation
Azure DevOps	Web design		