

Cyril Wochok

LEAD PRODUCT DESIGNER

A career spent leading product design across print, retail, aviation, and pharma - from research through launch, always close to the people doing the work.

Experience

Lextech - Lead Product Designer

Feb 2011 - Jul 2026

Chicago-based digital product consultancy. Selected client engagements below.

American Airlines

2023 - 2026 · iOS, Progressive Web

- Brought in by Apple to help AA build ECS, a communication platform for Pilots and Flight Attendants, after stakeholders grew unhappy with internal efforts.
- Delivered ECS for iPad, iPhone, and progressive web within a contract-mandated deadline, working closely with the Pilot union.
- Built simple, foolproof workflows despite limited Flight Attendant input; ECS cut calls to Crew Scheduling by over 50%.
- Created a future-vision concept for an integrated crew experience, pitched using AI-assisted storyboarding.

Gilead Sciences

2020 - 2023 · iOS, Mac

- Designed GPro, unifying sales data from multiple sources into dashboards that help reps track brand performance and prescribing trends.
- Delivered the first GPro release for the HIV sales force through research and stakeholder education, then extended the framework to other therapeutic areas.
- Produced the full suite of training and marketing collateral for launch and ongoing releases.

Southwest Airlines

2018 - 2020 · iOS, Android, Web

- Designed CrewHub, a day-of-flight scheduling tool now used by nearly 30,000 Pilots and Flight Attendants.
- Won over a skeptical union and replaced a popular unsanctioned homebrew app by prioritizing must-have features and a tight production feedback loop.
- Produced a future-vision video that helped shape Southwest's mobile crew roadmap.

Sonic Automotive / EchoPark

2006 - 2011 · iOS, Android, Web

- Designed a connected suite of iPad apps that cut a car sale from 3 hours and 5 people down to under an hour with one salesperson.
- Redesigned EchoPark's 20-foot "Imagine Bar" interactive wall after the original installation was called out by leadership as not working.
- Adapted the same app suite for EchoPark's consumer-facing vehicle finder experience.

Ziff Davis - Senior Art Director, Electronic Gaming Monthly

Apr 1996 - Aug 2002 · Print Publishing

- Art directed monthly covers and features for the #1 enthusiast video game magazine, with 500,000+ monthly circulation.
- Hired and led two associate art directors, and directed a roster of freelance illustrators and photographers.
- Produced ambitious editorial features on tight budgets, including a PS2 launch shoot and a 3-D "Xbox vs. GameCube" comparison feature.

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

ChatGPT · Claude · Runway · Figma Make

CORE SKILLS

Strategy & Leadership

Product strategy, product discovery, UX leadership, executive communication, workshop facilitation, design systems

Research & Design

User research, journey mapping, interaction design, information architecture, mobile & web UX, AI design

Production

Art direction, illustration, photo editing, graphic design, multimedia production, instructional design

Working Style

Mentoring, collaboration, accountability, resilience, humility, agile development