

John Snow

Front-End Engineer

Phone:XXXXXX E-mail:XXX Github: XXXXX LinkedIn:

SUMMARY

- Using a user-centric approach I enhance product performances to bring multi-million dollar MRR to SaaS companies
- Contributed with prototypes that optimized user journeys earning more than 5+M dollars in incremental revenue from current users.
- Won 2021 Design award for the best UX/UI for an open banking app.

SKILLS

Sketch, Figma, AdobeXD, InVision, Marvel, Adobe Photoshop (4+ years), Adobe Illustrator (3+ years), iMovie, Procreate, Slack, Miro, Mural, Trello, Basecamp, Pen & Paper, User Research & Strategy, Sketching, User Interviews, Journey Maps

WORK EXPERIENCE

Splashmob

Los Angeles, CA

Interaction & Visual Design Lead

May 2020 - Jun 2020

- Conducted user research on 10 participants to identify unmet user needs, developing design solutions using Adobe XD for Iconography and to reduce time from 30 to 10 minutes, 66% reduction.
- Led end-to-end design process for augmented experience platform tools ranging from design systems to visual design, collaborating with 4+ designers to increase workflow by 29% through testing and prototyping.
- Produced 2 comprehensive usability test reports on Google Sheets and Excel which summarized test findings and recommendations, clarifying design decisions by usability testing for 3 senior executives.
- Collaborated and communicated 10 design ideas which included specific features for prototypes to CEO/Founder, CTO, Head of Business, and UX/UI Design Team, defining pain points such as icons to increase flow on platform features.

Jovenville, LLC

San Juan Capistrano, CA

Graphic Designer

Nov 2019 - March 2020

- Created 30+ print and digital product designs with Adobe Illustrator for 10 clients across industries like local government organizations & medical devices, totaling \$300K+ in revenue generated.
- Communicated 50+ design ideas directly to senior leaders including CEO/Founder, Creative Director, Art Director, and designers, resulting in ~60% execution rate from ideation to final drafts.

Otis College of Art & Design

Los Angeles, CA

Social Media Coordinator

Jan 2018 - Nov 2019

- Gathered and analyzed data from 5 social media platforms with 10 professionals across communications and marketing departments, using Adobe Creative Suites and G Suite to produce 20+ social media reports for the VP of Marketing.
- Designed 100+ Instagram stories and 15 Facebook & Twitter event promotion content using Adobe Photoshop & Unfold, increasing followers by 4,000 (57% increase) and resulting in 300+ event attendance.

EDUCATION

California State University, Fullerton

Fullerton, CA

B.A., Communications

Graduation Date: May 2017

- Awards: Dean's List (3x)

LANGUAGES

- English - Advanced;
- Portuguese - Native Speaker

