

Jonathan Lampron

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Experience

MeYou Health

Product Designer

Boston, MA

June 2015–Present

Responsible for the user experience and visual design of QuitNet, an online smoking cessation community with over twenty thousand users. Balance user needs and product goals to identify, assess, and plan new feature. Work with an interdisciplinary team of copy writers, project managers, front-end developers, and back-end engineers to make sure product proceeds according to roadmap. Collaborate with other designers at the company to maintain consistent quality across products and create an environment of learning and innovation.

PayPal

Creative Strategist, Designer

Boston, MA

February–June 2015

Design marketing communications to be sent to North American PayPal consumers such as onboarding emails, display ads, and PayPal website placements. Work with marketing managers to develop strategies for engaging with consumers. Provide clear direction and feedback to agencies on externally developed creative in order to maintain consistent quality and tone across all North America marketing. Constantly develop new creative styles to push the brand further while respecting current brand guidelines and legacy creative.

Production Designer

June 2014–February 2015

Designed and built ad experiences, from brainstorming through execution, for a wide range of clients to run on the PPMN ad network. Developed email templates both visually and in HTML/CSS for sponsored offers to PayPal customers. Worked with technical teams to ensure internal tools were meeting the needs of the creative team. Onboarded team members and served as a resource for process, technical, and brand questions.

Kleverbeast

Product Designer, User Researcher

New York, NY

January 2013–February 2014

Designed user experience (using Balsamiq Mockups and Photoshop) for three products. Scheduled and conducted user interviews and usability testing with multiple prospects each week. Implemented feedback based on both quantitative and qualitative data. Worked with an international team on visual design for iPhone and desktop web version of product.

PayPal

Designer (Co-op / Part-Time)

Boston, MA

January–December 2012

Created ads for brands running on PayPal Media Network such as Best Buy, Trident, Virgin Atlantic, and many more. Produced video demos of our products and capabilities to aid in sales. Created in-house marketing materials including product sheets and case studies.

Education

Northeastern University

BFA in Graphic Design + Game Design
May 2014

Technical Skills

Sketch

Illustrator

Photoshop

Framer.js

Principle

After Effects

HTML/CSS

Bootstrap

Agile Workflow