

Jonathan Lampron

JonathanLampron@gmail.com • 860.307.5937 • JonathanLampron.com • Boston, MA

Experience

Lazoka

Chief Product Officer

Boston, MA

January 2016–Present

Work alongside Founder/CEO to define vision and strategy for Lazoka, a product connecting independent food producers and conscientious consumers. Create all facets of the product including producer dashboard and consumer storefront as well as marketing materials, weekly emails, and internal assets. Work with producers to define their needs and incorporate their feedback to guide the direction of the product. Adapt quickly to new ideas and funding needs in order to create a successful company.

MeYou Health

Product Designer

Boston, MA

June 2015–January 2016

Was responsible for the user experience and visual design of QuitNet, an online smoking cessation community. Balanced user needs and product goals to identify, assess, and plan new feature. Worked with an interdisciplinary team of front-end developers, back-end engineers, project managers, and copywriters to ensure product proceeded according to roadmap. Collaborated 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

Designed marketing communications to be sent to North American PayPal consumers such as onboarding emails, display ads, and PayPal website placements. Provided clear direction and feedback to agencies on externally developed creative in order to maintain consistent quality and tone across all North America marketing. Constantly developed new creative styles to push the brand further while respecting 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.

Education

Northeastern University

BFA in Graphic Design + Game Design
May 2014

Technical Skills

Sketch

HTML/CSS

Illustrator

Photoshop

Framer.js

Principle

After Effects

Bootstrap

Agile Workflow

Freelance Clients

Wistia

Drizly

Resilient Coders

WEVO Conversions

Platt Development Group