



Product Designer

Jesseleejohnston@gmail.com

JesseJohnston.co

604 209 4377

EDUCATION

Creative Advertising Diploma - May 2009
Seneca College - The School of Communication Arts

Web Development Certificate - July 2014
CodeCore Bootcamp

SKILLS

Sketch, InvisionApp, HTML/CSS/JS, Adobe Creative Suite,
Data Visualization, Git, Flinto, Usability Testing.

EXPERIENCE

Cully

Product Design Lead

August 2017 - Present

- >>> Designing user flows for different chatbot dialog interactions.
- >>> Prototyping chatbot interactions for Facebook Messenger and Kik Messenger
- >>> Conducting user research in the forms of surveys, interviews and reviewing user sessions.
- >>> Product direction, management and prioritization.
- >>> Writing chatbot conversation scripts.

ResponseTek

User Experience Designer

August 2014 - July 2017

- >>> Prototyped design concepts and tested them on our application users.
- >>> Created product style guides to maintain consistency for our new products.
- >>> Organized and ran product usability tests both live and remote.
- >>> Created and presented user flows.
- >>> Researched and designed user personas that have been adopted by the entire company.
- >>> Developed and maintained great working relationships with the development team.
- >>> Designed various data visualizations for new reports within our application.

Brandspank

Digital Lead & Account Management

September 2009 - June 2014

- >>> Created both static and interactive wireframes and sitemaps for full client websites and applications.
- >>> Presented wireframes and ideas to internal and external stakeholders to get project buy-in.
- >>> Created A/B tests for email marketing campaigns and decided on the elements that should be tested.
- >>> Managed different approaches to mobile for business; unique mobile site, responsive site and mobile applications.
- >>> Experience dealing with various types of web technologies and defining how they can be applied to the clients business.
- >>> Directed and managed the interactive resources on various client campaign projects that use; digital media, mobile, social, email & applications.