JOVAN LAURENCIO
Product Strategy & Design

Profile

A stellar communicator and collaborative cohort with an altruistic and empathic approach to solving problems. A design thinker that balances analytical thinking and abductive reasoning to tackle mysteries, validate ideas, and accelerate the delivery of innovative experiences that solve for the most pressing human and business needs.

Product Design Strategist

2017-Pres
WSECU - Contracted through The Creative Group, a Robert Half Company
www.wsecu.org

Engaged in developing the vision, strategy, and set of priorities for in-market products and services positioned around member needs. Operating in a critical role that requires flexibility and agility within a small team, responsibilities also include:

- Conducting qualitative user research in the form of interviews and group panels.
- Synthesizing research and translating insights into foundational design artefacts.
- Sharing the product strategy and vision through visual stories and presentations with interdisciplinary teams, senior management, and board members.
- Planning, facilitating, and documenting Design Sprints and workshops that shorten product design and delivery timeline.
- Establishing criteria for the minimum viable experience to test.

UX/UI Designer

2015 - 2017
It's Jovan
www.itsjovan.com

Led consultations with small retail businesses to outline goals and present budget-friendly product solutions. Communicated directly with all stakeholders and collaborated closely with programmers on development of custom CMS products. Managed client relations, conducted product trainings with stakeholders, and created product training manuals for successful delivery of products.

Front-End Developer

2015
Quantum Solutions
www.quantumsolve.com

Crafted digital content for marketing and consulting firm. Multi-tasked in a fast-paced environment, rapidly producing responsive, multi-step landing pages and websites, webforms, and content for PPC campaigns. Developed in: HTML5, CSS3, Javascript, jQuery, and PHP.

UI Designer

2014
Rare Studio
www.therarestudio.com

Designed and developed a responsive enterprise application powered by Wordpress. Iterated quickly on designs and translated HTML code to function within custom theme. Applied mobile-first responsiveness, modern interaction design practices, and current technologies to deliver an experience that was navigable, digestible, and helpful.

Goal

To be a better designer, strategist, teacher, and leader and to relentlessly seek out what could possibly be true.

Skills

- User Research & Interview
- Research Synthesis & Insights
- Product Vision & Strategy
- Design Sprints & Workshops
- Prototyping & Wireframing
- User Testing
- Visual Storytelling

Tools

- Adobe Creative Suite
- Sketch
- Balsamiq
- Invision
- Axure
- UserTesting.com
- MS Office

Education

BFA, Interdisciplinary Visual Arts
University of Washington
2008