



JADE JOHNSON

Freelance Lead UX Designer based in Berlin

www.linkedin.com/in/jadejohnsonux

www.sistercircuitlab.com

Passionate about humanising products to make people’s lives easier. Specialising in strategy, systems optimisation, product-market fit and edge-cases, I’m collaboratively impacting global clients like NASA and Delivery Hero. My deductive reasoning processes combine business goals, customer insights, scientific data and testing methods to validate design decisions and develop sustainable customer solutions.

SKILLS

Project Management	●●●●●	InVision, Prototyping	●●●●○
User Experience Design	●●●●●	Product Roadmaps	●●●●○
Product Design Strategy	●●●●●	AB, Usability Testing	●●●●○
JIRA, Sprints, Backlog	●●●●●	Wordpress, Workshops	●●●●○
User Research	●●●●○	KPI’s, OKR’s	●●●○●
Data Analysis, GAnalytics	●●●●○	Adobe Creative Suite	●●●○●
Sketch, Figma, Wireframe	●●●●○	Agile, SCRUM	●●●○●

EDUCATION & TRAINING

General Assembly	Certificate, User Experience Design Immersive	02/2016
CSU Los Angeles	BA (honors), Fashion Design and Textiles	06/2011
	• Creative Director of Fashion Association with focus on Electronic Music Production.	
Lynda.com	Certificate, Agile Foundations and Cross-Cultural Awareness	11/2019
SinnerSchrader ngGirls	Certificate, AngularJS, CSS, HTML	05/2018
Atomic Design Systems Conference		05/2018
Smashing Conference	Global UX and Web Design	04/2018
Google UX Workshop	Mobile Web Page Speed Improvement	02/2018
Facebook Platform Meetup	Startups, Chatsbots, Engagement, GDPR	12/2017
Google Director Luke Wroblewski	Obvious Always Wins: UX Mobile Web	09/2017
World Information Architecture Day		02/2016
Jared Spool UIE	Data Metrics: Is Design Metrically Opposed?	01/2016

EXPERIENCE

- Sistercircuitlab.com** Freelance Lead Designer and Consultant 01/2010 - Present
- CareerFoundry** Freelance UX Design Mentor 07/2020 - Present
- Preparing Students to become successful UX Design professionals with portfolio development video advising and Mentorship calls.
- Delivery Hero** Lead UX/UI and Product Designer 09/2017 - 09/2019
- Released largest brand's new design, doubling CVR via CRO.
 - Created roadmaps from OKR's and KPI's, built JIRA sprintboard and product backlog.
 - Validated hypothesis: wrote user stories, wireframes, mockups, AB and Usability Testing.
 - Built design community, hired, trained, hosted Stakeholder UX ROI workshops.
 - Developed InVision Design System and Mobile Web UXBP Playbook with Google.
- Blackrock Web Solutions** Lead UX/UI Designer 01/2017 - 05/2017
- Led MedTech Team in developing custom enterprise SaaS for Government Embassy.
 - Analysed, planned, facilitated design of CRM and EHR for medical web software platform.
 - Conducted user interviews and ethnographic research with Health Ministry employees.
 - Developed personas, automated workflow processes into digital storyboards and userflows.
- Lunawork** Freelance Senior UX/UI Designer and Consultant 07/2016 - 12/2016
- Designed interface and userflows for stealth employment iOS/Android App.
- NASA** Freelance UX Designer and System Architect 01/2016 - 03/2016
- Developed system architecture schemas for ISS Astronauts' Asst, Astrobee's, robotic arm.
 - Managed project by analysing business needs, planning and consulting on which roles to fill.
- HopSkipDrive** Freelance UX Designer and Information Architect 01/2016 - 02/2016
- Created userflows and features for parents to start carpool groups and book rides via iOS App.
 - Guided User Interviews and developed market personas based on data insights and research.
- OTIS College of Art and Design** Product Design Instructor 09/2011 - 07/2012
- Facilitated career success of 90 Students in 3 Product Development courses.