

# Johnson Aderohunmu

Product Designer, Service Designer, and accomplished self-starter with a proven track record of exceeding objectives and leading cross-functional teams to problem solve, explore ideas, create solutions, and present design rationale

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## PROJECTS

### Product Designer / CivE Mobile App

OCT 2020 - PRESENT | [jaderohunmu.design/CivE.html](http://jaderohunmu.design/CivE.html)

- Led concept ideation and product design decisions using wireframes, visual mockups and prototypes to create a digital experience that provides a low-barrier-to-entry opportunity for people to view, share, and participate in civic-related activities
- Synthesized user insights from quantitative and qualitative research to simplify reaction/emoji design patterns, reducing the task completion rate by more than 20%

### Product Designer / SF Dept. of Elections Web Redesign

SEP 2020 | [jaderohunmu.design/SF\\_Elections.html](http://jaderohunmu.design/SF_Elections.html)

- Collaborated with a design team to redesign the SF Departments of Elections website by leveraging knowledge-based design UI, and card-based design systems
- Responsible for wireframing, desk research, prototyping. Reduce the number of steps to find local polling location by 57%

### Product Designer / Museum of The African Diaspora Web Redesign

AUG 2020 | [jaderohunmu.design/MoAd.html](http://jaderohunmu.design/MoAd.html)

- Led concept and ideation for a digital experience for artists and viewers to facilitate cultural dialogue, commerce, and learning of the African Diaspora
- Created a high-fidelity prototype that allows users to support/interact with MoAD's art community while creating new revenue streams for artist

## EXPERIENCE

### Project Specialist - UX/Service Design / Kaiser Permanente

JUN 2017 - Present | Oakland, CA

- Work closely with cross-functional teams to design, workflow, and launch a desktop application/UI for customer service teams that reduced customer service response times for refund/reimbursement requests by 30%
- Collaborate with Stakeholders, Engineers, and Designers to improve performance management functions at KP by designing, prototyping, testing, and deploying a contact center performance dashboard that visualizes and automates performance reporting
- Launched a new service model to better escalate customer issues by facilitating ideation/vision workshops and service design activities while working with technology, qualitative data and insights, customer service teams, frontline staff, and executives

### Business Operations Manager / Palomar Health

JUN 2013 - JUN 2017 | San Diego, CA

- Designed financial acumen curriculum to include instructor-led and e-learning programs for supervisors, managers, and led all aspects of a \$2 million ERP system implementation

## SKILLS

### Design: Strategy & Vision

Presentations • User Flows • Concept Sketches • Wireframes & Prototyping • User Stories • Storyboard Design Systems

### Planning/Collaboration: Design

Thinking Project Planning • Change Management/ Communication • Stakeholder Analysis Business Requirements • Facilitator

### Research: Data Analysis • Task

Analysis • User Personas • A/B Testing • Journey Mapping • Research Planning • Interviews / Qualitative Survey • User/Accessibility Testing

### Software: Figma • Invision • AdobeXD

• Microsoft Suite • G-Suite • Trello

### Front-End Development: HTML /

CSS JavaScript • Bootstrap • Webflow • Github • Visual Studio

## EDUCATION

### University of Illinois - Urbana / B.S. in Marketing

AUG 2007 - MAY 2011

### University of Oklahoma / Masters of Health Admin

AUG 2011 - MAY 2013

### University of California - Berkeley / UI/UX Design Certification

APR 2020 - OCT 2020