Johnson Aderohunmu
Product Designer

Web: jaderohunmu.design
Email: jaderohunmu@gmail.com
#: 773.600.9977
linkedin.com/in/johnson-aderohunmu/

PROJECTS

Product Designer / CivE Mobile App

OCT 2020 - PRESENT • jaderohunmu.design/CivE

Responsibilities:
- Led cross-functional team to problem solve, explore ideas, and create UX solutions using user research, prototypes, wireframes, mockups, and user flows
- Influence stakeholders and mentored the design team by effectively communicating and presenting design rationale that aligns business goals with user needs

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

Product Designer / SF Dept. of Elections Web Redesign

SEP 2020 • jaderohunmu.design/SF_Elections

- Collaborated with a design team to redesign the SF Departments of Elections website by leveraging knowledge-based design UI, card-based design systems, and modern iconography
- 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

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

EXPERIENCE

Consultant / Kaiser Permanente (KP) - Marketing, Sales, & Services

JUN 2017 - PRESENT • Oakland, CA

Responsibilities:
- Lead, plan, and design services/products, process design, and performance improvement initiatives using Design Thinking and lean methodologies
- Understand customer pain points and opportunities through user research, synthesis, prototyping, design, journey mapping, storytelling to solve complex business problems

Accomplishments:
- Helped KP recover and maintain a positive reputation by facilitating design discussions & working sessions that led to a cross-functional, end-to-end omnichannel journey map (or service blueprint) to address customer and employee questions after a negative PR event
- 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

EDUCATION

University of Illinois - Urbana /
Bachelor of Science in Marketing

AUG 2007 - MAY 2011

University of Oklahoma /
Masters of Health Admin & Policy

AUG 2011 - MAY 2013

University of California - Berkeley /
UI/UX Design Certification

APR 2020 - OCT 2020

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 Planing • 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

Financial Controls: Operational Productivity and Effectiveness Measures • Balanced Scorecard • Financial Statements • Reporting KPIs • Budgeting