

JOHN KELLYN RESMAN
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EXPERIENCE

IMMUTABLE

may 2019 - present

DESIGN LEAD

I currently lead all of the visual design for Immutable and it's first game, Gods Unchained. As Design Lead, I work with game designers, engineers and experience designers to ensure touchpoints are efficient and look amazing.

VMLY&R

may 2016 - may 2019

ASSOCIATE DIRECTOR: EXPERIENCE DESIGN

I worked with Fortune 500 companies to digitally transform business goals. On the day-to-day I make sure VML's digital experiences are top-notch, meet business goals, and most importantly allow humans to trust and enjoy using technology. I lead teams into the mystery to deliver algorithmic solutions.

FANTHREESIXTY

nov 2013 - may 2016

PRODUCT LEAD

I worked with product teams to strategize and design - My primary focus is on Dimension, FanThreeSixty's customer relations manager that helps teams track fan spending and engagement along with internal associate tasks and project progress to help teams engage and monetize fanbases.

CREMA

nov 2014 - apr 2015

USER EXPERIENCE DESIGNER

Led client projects ranging from lean business modeling, design discovery, information strategy & wireframes, to full user interface design.

BCG

nov 2014 - apr 2015

INTERACTIVE DIRECTOR

Led design and user experience. I helped Brockton Creative Group grow it's interactive department and led it's digital design, strategy, and technical direction. BCG was eventually acquired by Anthem Media Group.

PAST CLIENTS

Sprint Telecoms - UX Team Lead, Sprint Digital Transformation
Gatorade & PepsiCo - UX Team Lead, Gatorade.com
Ford Motor Company - UX Team Lead, Ford Owner Experience
Electrolux & Frigidaire - UX Team Lead, Frigidaire.com Redesign
NBA, MLS, NASCAR, Sydney Cricket Grounds - CRM & iOS/Android Product Lead

SKILLS

Product design, art direction, team leadership, product planning and program management, user experience, information architecture, prototyping, user-testing, typography, front-end development, layout, design thinking, design sprints, sketching, Adobe Creative Suite, Sketch, Framer

EDUCATION

KANSAS STATE

2004 - 2008

BACHELOR OF FINE ARTS [BFA]

Emphasis in Visual Communications
Involved in local and national AIGA
Assistant Exhibition Designer, Marriana Kistler Beach Museum of Art