

JOHN KELLYN RESMAN
designmgmt.com



12/343-349 Riley Street
Surry Hills, NSW 2010
jr@designmgmt.com
0455 238 626

EXPERIENCE

ATLASSIAN

feb 2020 - present

SENIOR DESIGN MANAGER, ECOSYSTEM PLATFORM

Led design for Atlassian's ecosystem where I scaled a team of 3 designers to 16 designers, including one Design Manager. I was responsible for leading Forge platform's strategy and GA launch as well as aligning partner's needs and goals with Atlassian's long-term platform strategy.

IMMUTABLE

feb 2019 - feb 2020

DESIGN LEAD

Led 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 by listening and actioning player feedback.

VMLY&R

may 2016 - feb 2019

DIRECTOR: EXPERIENCE DESIGN

Worked with Fortune 500 companies to digitally transform business goals. On the day-to-day, I led VML's creative and technology teams to deliver experiences that meet business goals, and most importantly allow humans to trust and enjoy using technology. I led teams into the mystery to deliver algorithmic solutions.

FANTHREESIXTY

nov 2013 - may 2016

PRODUCT LEAD

Worked with cross-functional product teams to strategize and design for Dimension, FanThreeSixty's customer relations manager that helps teams track fan spending and engagement along with internal sports organization tasks and project progress to help teams engage and monetize fanbases.

BCG

may 2008 - nov 2013

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

Pfizer - UX Design Lead, Pfizer Connect

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