

JOHN KELLYN RESMAN

resman.design



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EXPERIENCE

ATLASSIAN

Feb 2020 - present

SENIOR EXPERIENCE DESIGN MANAGER

Leading and inspiring a team of 16 designers, including two design managers. I'm responsible for Atlassian's state-of-art bespoke platform, Forge, while leading CX programs looking after customers' trust in using and managing Apps across Atlassian products. Our goal is to improve the developer experience so that our customers can thrive while using our suite of productivity tools.

IMMUTABLE

Feb 2019 - Feb 2020

DESIGN LEAD

Led visual & UX design for Immutable and its first game, Gods Unchained. As Design Lead, I work with game designers, engineers, and experience designers to ensure touchpoints are efficient and look incredible by listening and actioning player feedback. On top of leading design, I also scaled and managed the design team to 4 cross-functional designers.

VMLY&R

May 2016 - Feb 2019

DIRECTOR: EXPERIENCE DESIGN

Led multiple cross-functional teams that worked with Fortune 500 companies to digitally transform operations and business goals. On the day-to-day, I directed VMLY&R's creative and technology teams to deliver experiences that meet business objectives to allow consumers to trust and enjoy using technology.

FANTHREESIXTY

Nov 2013 - May 2016

PRODUCT LEAD

Worked with and coached cross-functional product teams to strategize and design for Dimension and Uphoria. Deminsion is FanThreeSixtys customer relations manager that help organizations 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, FOUNDING MEMEBER

Built and scaled the design and user experience practice. I helped Brockton Creative Group establish and grow its interactive team by leading digital design, strategy, and technical direction. In 2014, Anthem Media Group (part of the MEDQOR network) acquired BCG.

PAST CLIENTS & STAKEHOLDERS

- Pfizer - UX Team Lead, Pfizer Connect
- Sprint Telecoms - UX Team Lead, Sprint Digital Transfromation
- 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, team leadership & growth, product planning and program management, user experience, information architecture, prototyping, usertesting, typography, front-end development, layout, design thinking, design sprints, sketching, art direction, Adobe Creative Suite, Figma

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