Johnathan Valencia

Product leader focused on executing experiences that are human, engaging, and memorable with empathy and innovation.

Email
johnathanvalencia.solutions@gmail.com

Website
johnathanvalencia.github.io

Phone
347 392.0202

Social

Linkedin
johnathan-valencia-a3ba531b

Languages

English
Native

Spanish
By heritage

Food
My love language

Impact

4 Startups. 3 Exits.	+1 Billion Reached	$Millions Revenue
Ideation to Acquisition	People-First Products	In Value Creation

Experience

Jun 2022 – Present 📍 California
Head of Product
Let'sMOD

- Ensure the seamless integration of the LLM into various facets of the business, enhancing operational efficiency, user experience, and product effectiveness
- Oversee the incorporation of AI technologies to revolutionize the way users engage with MODs, leading to a new medium of interactive experiences
- Spearhead the development of a cutting-edge AI feature that enables users to interactively create scripts, enhancing creativity and engagement
- Oversee strategic planning for setting and achieving key business goals in user engagement, retention, acquisition, and virality, through by data-driven strategies
- Actively engaged in the hands-on design of UX/UI elements
- Design diverse product features tailored to varied user segments, ensuring product efficiency and a seamless user experience
- Continuously adapting the product based on user feedback and market trends, maintaining high standards in user experience and satisfaction
- Advocate for a user-centric design and development philosophy, significantly improving product quality
- Manage and mentor a diverse team of engineers and QA professionals, fostering a culture of innovation, collaboration, and excellence in product development
- Actively involved in team building and talent development, ensuring alignment with project goals and fostering professional growth among team members

May 2018 – Jun 2022 📍 Florida
Lead, Product Design
Wayfinder

- Define content, creative, analytics, business, and technology strategies
- Gather, analyze, synthesize, and translate requirements into effective and appropriate digital strategies and creative and usable solutions
- Plan, design, and conduct research to inform the definition and design of solutions
- Create detailed user experience deliverables including workflow and process flow, diagrams, user journeys, sitemaps, wireframes, information architecture, taxonomies, and prototypes
- Plan, design, and conduct validation to test solutions and refine solutions based on feedback
- Lead and contribute to quality assurance activities
- Support business development, marketing, and sales activities
- Identify, create, and maintain personas, use cases and user stories
- Create user interface designs, mockups, and high-fidelity prototypes to communicate solutions
- Contribute to the strategic direction of the business and accounts
- Participate in the development and cultivation of professional relationships
- Contribute to the evolution, definition, and development of service offerings

Oct 2012 – Jun 2017 📍 New York
Senior Director, Product
Receptiv

- Responsible for the UI/UX, functional & business requirements, product design, and creative direction for the entire line of products, services, and applications
- Translate user needs and business requirements into successful creative strategies and data-driven, user-centered design solutions
- Manage and leverage the design of the product to maintain consistency across the UI and user paradigms
- Create mock-ups and user stories to communicate product requirements
- Identify and solve product challenges
- Design and Prototype user flows of overall strategic vision of a feature
- Create UX related documentation as part of story generation for engineering: user personas, information architecture, site maps, application workflows/paths, user journeys, prototypes, and usability studies
- Lead engineering through product development life cycles from concept to completion
- Test finished product for quality assurance and recommends changes to product specifications as necessary
- Understand how decisions affect product cost, performance, and quality
- Lead creative on re-branding efforts, new site designs, style guide creation, multi-touch device designs and prototypes
- Communicate and collaborate across functional teams including engineering, ad sales, business and executive

Apr 2012 – Sept 2012 📍 New York
Director, Creative
The New York Times

- Lead a strategic initiative to migrate from Flash to HTML, aligning with modern web standards and enhancing overall user engagement
- Focus on increasing user interaction and satisfaction by leveraging the capabilities of HTML, which enabled a more responsive and accessible user experience
- Efficiently manage the project lifecycle, from conception through execution, ensuring a smooth and successful transition
- Define and develop UX requirements
- Oversee brand guidelines and maintain design quality for all initiatives
- Manage internal design reviews
- Create prototypes to quickly visualize, sketch, and communicate solutions to complex design problems
- Design layouts for consumer-facing brand digital experiences
- Contribute significantly to The New York Times' reputation for digital innovation, maintaining its position at the forefront of online journalism

Jan 2008 – Mar 2012 📍 New York
Senior Designer/Developer
IGN Entertainment

- Define and develop product UI style guides, standards and design practices
- Evolve web standards and technologies, usability best practices and an interest in emerging interactive design trends
- Translate marketing concepts into creative strategies
- Create graphic design layouts for entertainment and consumer brand clients from concept to completion
- Lead concept design and development for banner ads, mini sites, and client presentations

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Proficiency

Design	User Experience	User Interface	• Wireframing • Prototyping • Testing	Design System
Development	React JS	HTML	CSS ——— JS	Greensock	• Git • Databases

Tools

Figma	ChatGPT 4.0	VS Code	Google Apps	Notion
UX/UI Design	Prompt Engineer	Code editor	Work Smarter	Project managment

Recognition

Web Excellence Awards – Excellence in web and UX standards

MUX19 – Mobile Social Impact

Adweek – These Mobile Innovators Are Shaping the Future of Advertising

Stevie® Awards – Silver Stevie for Most Innovative Tech Company of the Year

Stevie® Awards – Gold Stevie for Innovation of the Year

Inc. 5000 – Top 15% Fast Growing Companies

DeveloperWeek – Rewards product as the best new and innovative product for app monetization

iMedia Connection – Valkyrie takeover ad leaves UGO's homepage in flames