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JOHN REDA

Web Developer - User Experience Designer

A desire to continuously learn and understand what drives a strong human-device interaction has led me to seek a position as an entry-level user experience designer. With 6 years of experience combining art and technology, I have a solid foundation on which to build, and I aim to expand my knowledge on a daily basis.

SKILLS

Visual Design	●	●	●	●	●
Wireframing	●	●	●	●	●
Prototyping	●	●	●	●	●
User Personas	●	●	●	●	○
Information Architecture	●	●	●	●	○
Usability Testing	●	●	●	●	○
User Research	●	●	●	●	○
Heuristic Evaluation	●	●	●	●	○
HTML	●	●	●	●	●
CSS	●	●	●	●	●
JavaScript	●	●	●	●	○
Responsive Design	●	●	●	●	○
Drupal 7	●	●	●	●	○
WordPress	●	●	●	●	○

SOFTWARE

OS X	●	●	●	●	●
iOS	●	●	●	●	●
Adobe Creative Suite	●	●	●	●	●
Sketch	●	●	●	●	○
Google Apps	●	●	●	●	○
Balsamiq	●	●	●	●	○
Windows 10	●	●	●	●	○
Microsoft Office	●	●	●	●	○
Windows 10	●	●	●	●	○

ADDITIONAL

Crucial decision making through the use of critical thinking and deductive reasoning

Creative thinker who is passionate about quality

Quick learner with ability to work in a dynamic environment

EMPLOYMENT HISTORY

Rutgers University | Web Developer
Piscataway, NJ / July 2017–Present

- Led project team to overhaul web communications for the largest administrative unit within Rutgers University
- Responsible for developing information architecture, interface design and development, and user experience design on a project that streamlined the organization's web presence by consolidating 23 individual unit websites into a solitary, centralized website
- Redesigned divisional newsletter; provided graphic design overhaul, provided high quality photography and oversaw the incorporation of videography to establish a digital version of the communication
- Designed departmental reports and informational and promotional materials

Rutgers University | Unit Computing Specialist
Piscataway, NJ / January 2017–July 2017

- Provided desktop support for the second largest organizational unit (2,000+ users) at Rutgers University
- Diagnosed and resolved a wide array of end-user issues
- Created documentation for Standard Operating Procedures

Apple | Apple Certified Mac Technician (Genius)
Bridgewater, NJ / Sep 2013–Present

- Provided customer support by managing daily queues of 250–350 technical appointments
- Diagnosed end user issues with devices across the entire Apple product line
- Administered peer training workshops on proper customer engagement and the importance of positioning
- Performed on-site hardware and software repairs for computers and mobile devices
- Maintained brand awareness by promoting features and benefits of products

EDUCATION

Master of Business & Science
User Experience Design

Rutgers University | Expected Completion May 2019

Bachelor of Fine Arts

Photography

Rutgers University | May 2014

Certificate

Full-Stack Web Development