

# JOHN PROFESSIONAL

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## EXPERIENCE

### UI/UX DESIGN MANAGER, ABC ASSOCIATES

May 2021- PRESENT

- Created a vision board for the design team, which unified the goal and enhanced independence among UX designers leading to doubling of completed tasks month over month from Q1 2022.
- Leveraged the UX researcher to simplify the onboarding flow on the sign up landing page resulting in 30% uplift in signups in Q3 2022.
- Led the redesigning project for the whole website while the company was undergoing rebranding. We were able to maintain website traffic amidst a successful rebranding effort.

### UX RESEARCHER, ACME INC.

February 2019 – March 2021

- User data analysis using Amplitude in Q3 2018, led to a redesign of the pricing page minimizing the time-on-task by 35%.
- Better communication of the next steps when a user encounters an error page on our website which drove user satisfaction and 50% more engagement.
- Conducting research on why there was significant drop-off in the homepage, this resulted in a redesign of the homepage with bespoke navigation and 20% lower bounce rate in Q1 2021.

## SKILLS

### FIGMA

- Advanced proficiency in using Figma for design collaboration with the engineering and product team.

### Google Suite

- Use of Google Analytics and Amplitude for event analytics, Google Sheets for data analysis and Google Docs for asynchronous documentation of designs with other cross functional teams.

## EDUCATION

### Bachelor of Commerce, ACME UNIVERSITY

September 2014- April 2019