JOHN PROFESSIONAL

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EXPERIENCE

ABC ASSOCIATES

PRODUCT DESIGNER   *June 2020- Present*

- Collaborated with the growth marketing team, A/B testing landing page design for the SME vertical resulting in a 30% higher return on advertising spend in Q3 2022.
- From data gathered through Amplitude and Google Analytics, working in a cross functional team with the web developers, we redesigned the website experience leading to 30% lower bounce rate in Q2 2022.
- Leveraged the expertise of the data science team to redesign the onboarding flow for new users and lowering the time-on-task for new users by 60% in Q3 2021.
- Creating product copy for refinement by the content team which reduces the time from creating wireframes and sketches to testing of the designs by 30%.

ACME INC.

GRAPHIC DESIGNER   *August 2019 – May 2020*

- Used Canva to design engaging social media content resulting in a gain of more than 5,000 followers across the social media pages in Q3 2019.
- Collaborated with the sales team to design advertising graphics for specific channels which boosted the quarterly revenue by 15%.

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 Science (Computer Science), MASOMO UNIVERSITY

September 2015 – April 2019