Jonathan Gorodenzik

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SUMMARY

Dedicated and dynamic professional leading the creative and technical development of digital products for over 30 startups, mid-sized, and large organizations. Currently working to design and optimize businesses within healthcare, artificial intelligence, and blockchain technology.

EXPERIENCE

Yoknee, LLC   2016 – Present
Product Design Manager

- Facilitating clients to run a profitable business, adapt to market trends and continue growth in their industry
- Present spec sheets to help execute proof of concepts, design and implement product solutions
- Articulate business imperatives and assist clients in meeting needs within time and budgetary guidelines
- Apply strategic planning, feedback, and analysis in order to optimize and deliver innovative digital products
- Measure performance and evaluate success in reaching key business objectives

Notable Projects

    Wavemaker Partners: Genesis   Designed and launched website for Blockchain Venture Capital fund
    Client Heartbeat   Implemented user experience solutions to increase survey response rates for customer satisfaction tool
    SteadyMD   Led product design and marketing strategies to increase user base for personalized online primary care service
    Deep Current   Advised competitive positioning in AI landscape, raising $3MM seed round for business management software

CBS Corporation   2014 – 2016
UX Designer

- Responsible for the streaming of more than 175 FM, AM, and HD stations combined with more than 350 podcasts
- Partnered with stakeholders to strategize new features and communications that drove user acquisition, engagement and retention
- Worked with engineering, design and technical project management teams in Agile environment to deliver on product roadmap
- Defined key performance indicators for new and existing products and features
- Optimized customer acquisition funnel through rigorous experimentation, analytics, and A/B testing

Iteration Group   2012 – 2014
Product Design Lead

- Managed team to support businesses across product development, web development, mobile apps, and desktop software
- Collaborated cross-functionally with engineers and designers to ensure a smooth product development process
- Designed elegant user flows and experiences across multiple devices
- Contributed to high-level strategic decisions ensuring a high caliber of quality of work

Notable Projects

    ChowNow   Designed the user experience, built the company's platform and launched this online ordering system for restaurants
    DataPop   Performed market research, designed and built an interactive ad editor for online marketing campaigns
    WannaGo   Refined product vision, built and tested prototypes, and launched this foodie app

Mana Contemporary   2011
Front-end Developer

- Supported technology for Contemporary art center, with 100+ artist studios, galleries, exhibition space, and art services.
- Leveraged modern web technologies to design and develop new client-side websites
- Responsible for initiating organic marketing strategies, such as content marketing and organic link building
- Evaluated performance with data and analytics, make improvements with new user-facing features

EDUCATION

California State University – Channel Islands   Dual Degree – Conferred 2010
Bachelor of Science degree in Entrepreneurship
Bachelor of Art degree in Fine & Studio Art

SKILLS

Product Development, Product Strategy, Product Design, Brand Identity, User Experience Design, A/B Testing, Mobile Application Design, Web Design, Wireframing, Rapid Prototyping, Frontend Development

TOOLS

Adobe CC, Axure, Balsamiq, Flinto, InVision, Visio, Sketch | Amazon AWS, Azure, Atlassian, JIRA, Slack, Trello | HTML, CSS, JS, API, SDK