

Sean Johnson

Design Director | Product Designer | UX Design Leadership | SaaS, B2C

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EXPERIENCE

DIRECTOR OF DESIGN / Amber Engine (A Material Bank Company)

2020-2023 / Detroit, MI (Remote)

Over the last three years, I've played a key role in a compact Product Team, **strategizing and designing** a cutting-edge Product Information Management (PIM) SaaS application from scratch. We started by reassessing conventional PIM strengths and weaknesses to ensure differentiation from our prior PIM and competitors. My responsibilities ranged from initial **product strategy** to **managing the UX and UI** of the evolving software, which included feature ideation, creating a universal styleguide, and **exploring latest AI integrations**. I led a **rotating team of UX designers**, producing thousands of wireframes and mockups to vividly depict hundreds of user stories for the development team. Our **RESULTS** included a pipeline of **user-centric design** work ready for development for 12-18 months, near-perfect Product Team scores on 11 out of 12 quarterly OKR reviews, and **outstanding reviews on Gartner** software assessments, **lauding our product's design and usability**.

UX DESIGN CONSULTANT / FPX

2019 / Minneapolis, MN (Remote)

In 2019, I served as a consultant for Minnesota's FPX, enhancing their **Configure-Price-Quote (CPQ) software** suite. This software provides customers with precise, dynamic bundled product quotes. My role involved **remodeling their software** - the back-end data modeling application, the front-end product definition & configuration experience, and the development of a new mobile experience. The **RESULTING** transformations were notable. I **established new data-modeling methodologies** for efficient back-end setup, **redesigned the front-end** with features like a master grid component that **boosted responsiveness by 250%**, and **architected a new mobile application** enabling professionals to create large project quotes on-the-go.

PRODUCT DESIGNER / Beam Telepresence (Suitable Technologies)

2013-2018 / Palo Alto, CA (Remote)

"Beams" are remote telepresence devices managed via specialized software. In collaboration with VP-level stakeholders and the Product Team, I **revamped the Beam software ecosystem, creating new initiatives and company-wide process flows**. I created **iterative design improvements within an Agile** development process. Stakeholder interviews with customers like Google, GE, and USAA helped identify and rectify software deficiencies based on user feedback.

The **RESULTS** included three major Beam initiatives in 2018: a **pilot program** allowing pre-qualified users to lease **Beams in select museums**; a **comprehensive Service and Support program** for greater customer integration and **recurring revenue**; and a **rebranded Beam Pro 2 with an upgraded User Interface**.

HMI/UX DESIGN LEAD / Imagination (Imagination.com)

2013 / Detroit, MI (On Site)

I was brought in to **lead Imagination's Detroit office's blossoming HMI/Digital Dashboard** project that was, until that point, being managed by their London office. I was to be working on-site with Ford designers **developing new concepts in Human Machine Interaction**, both on-screen and across peripheral controls. This would include **strategic creativity, conducting UX research labs**, creating complex 2D and 3D visualizations, robust user interfaces, and motion integration as needed.

NOTE: This position lasted only 6-months because the project with Ford was canceled just as I started. I worked on two unrelated autoshow interactive projects for Imagination before my contract expired. I have examples of these interactive projects in my portfolio above.

SENIOR UX DESIGNER / United Business Media (UBM)

2011-2013 / Chicago, IL (On Site)

UBM was a British business media company with ownership of various **technology-related journals, magazines, and conferences**. UBM Chicago handled much of their interactive media projects, including Virtual Comdex, Game Developers Conference, Interop, and Black Hat Conference. I **wireframed and designed new features** for Comdex and Black Hat, created introduction videos for GDC, and **rebuilt and refined mobile apps** for both GDC and Interop.

USER INTERFACE DESIGNER / Midway Games

2007-2009 / Chicago, IL (On Site)

Midway was a venerable game developer, best known in recent decades for Mortal Kombat. I worked on **5 different games over my two years** before Midway closed. I **designed and animated UI screens** for Ballers (basketball), and Wi Game Party; created logos and illustrations for Blitz: The League; **concepted moodboards and screens** for GunRunner; and **built UI screens for Mortal Kombat**. Given my experience, I was also **asked to mentor younger artists**.

CO-FOUNDER & CREATIVE DIRECTOR / MotionPOP

2005-2007 / Chicago, IL

I **founded a digital signage company** with two partners in 2005. We had a unique spin on how to GREATLY simplify the process of allowing QSR franchise owners to **pay for and manage their own digital signage within an extremely user-friendly interface**. The creative and software sides of the

business were a wild success for our initial client, Burger King. I **designed and managed the development of our software**, and personally-created a library of 30+ animations. **In the end**, however, our 2005-era hardware solutions couldn't keep up with the other sides of the business.

CREATIVE LEAD / Allure Fusion Media

2000-2004 / Atlanta, GA (Remote)

In early 2000, my previous Creative Director started a Digital Signage & Marketing firm in Atlanta, and invited me to join them remotely from Chicago. I was brought in to both **manage my own clients**, and to **help guide and creative direct the younger designers** in Atlanta servicing our main client, McDonalds. My clients included **USPS, Borders, Rave Cinema, Krystal, and Blockbuster**. I created a few interfaces, and libraries of promotional animations for each.

SENIOR INTERACTIVE DESIGNER / Frankel & Co. (Arc Worldwide)

1998-2000 / Chicago, IL (On Site)

Frankel was a large Chicago-based marketing company. I **created a variety of promotional websites** for clients like **Nestle, Frito-Lay, Target, United Airlines, and USPS**.

EDUCATION

BACHELOR OF SCIENCE, POLITICAL SCIENCE / Ohio State University

CORE COMPETENCIES

Design Leadership

Design Strategy

Creative Direction

Product Design

SaaS

UX & UI Design

Process Diagramming

Stakeholder Interviews

Survey Creation

Journey Mapping

Storyboarding

Wireframing

Hi-Fidelity Mockups

Adobe XD

Sketch

Figma

Adobe Suite

Invision

Zeplin

Balsamiq Mockups