Sean Johnson

Lead Product Designer | UX/UI Design | Design Leadership | SaaS, B2C

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EXPERIENCE

LEAD PRODUCT DESIGNER / Material Bank

2020-2023 / Boca Raton, FL (Remote)

I played a key role in a compact software Product Team, **strategizing and designing** a cutting-edge Product Information Management (PIM) SaaS application from scratch.

- **Researched** conventional PIM strengths and weaknesses to ensure differentiation from our prior PIM and competitors.
- **Interviewed users and stakeholders** to vet relevancy of prospective features and flows
- **Strategized features** and **managed the overall UX and UI** of the evolving software
- **Created a universal style guide** based on an existing design system
- **Explored AI integrations** as a way to generate product sales insights
- **Directed two UX designers** as we produced thousands of wireframes and mockups to vividly depict hundreds of user stories for the development team

RESULTS included:

- A refined SaaS product with an 18-month pipeline of **user-centric design** work ready for future roadmap development
- Near-perfect Product Team scores on quarterly OKR reviews
- **Outstanding reviews on Gartner** software assessments, **lauding our product's design and usability**.

https://seanrussjohnson.com/amberengine_in_detail/

https://seanrussjohnson.com/amber-engine-insights-ai/

UX DESIGN CONSULTANT / FPX

2019 / Minneapolis, MN (Remote)

I served as a consultant for a fintech company called 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.

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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**.

http://seanrussjohnson.com/beamsoftwareredesign/

http://seanrussjohnson.com/service-support/

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.

http://seanrussjohnson.com/specpod/

http://seanrussjohnson.com/ford-oculus-vr-video-experience/

> NOTE: This position lasted only 6-months because the project with Ford was canceled just as I started. I worked on three unrelated autoshow interactive projects for Imagination before my contract expired.

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.

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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**.

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https://seanrussjohnson.com/midway-games/

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. My partner and I **designed and managed the development of our software**, and I 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.

https://seanrussjohnson.com/motionpop/

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.

https://seanrussjohnson.com/design-samples/

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**.

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BACHELOR OF SCIENCE, POLITICAL SCIENCE / Ohio State University

CORE COMPETENCIES

Design Leadership	Storyboarding	Hubsport CRM	UX Research
Design Strategy	**Wireframing**	Jira	CX Design
Creative Direction	**Hi-Fidelity Mockups**	Agile Development	Motion Design
Product Design	**Adobe XD**	Design Systems	Invision
SaaS	Sketch	AI Integration	Zeplin
UX & UI Design	**Figma**	Data Modeling	Balsamiq Mockups
Process Diagramming	Adobe Suite	Web Design	Journey Mapping