

RAVEN JOHNSON

Senior Product Designer | designer.ravenr@gmail.com

OVERVIEW

A user-focused product designer leading with curiosity, clear communication and relationship building across disciplines.

SKILLS

Areas of Expertise: product design, systems thinking, interaction design, design systems development, user research, HCD workshop facilitation, UX design for web and native mobile applications

Leadership: cross-functional collaboration and communication

Methods: Agile, Lean, SCRUM

TOOLS & TECHNOLOGY

Figma, Miro, Mural, Sketch, Invision, Jira, UserTesting.com, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Google Analytics, HTML/CSS, MS Office, MAC OS, Angular, Javascript, React

EXPERIENCE

Senior UX Designer, USAA, Remote, 04/2022 - Present

- Participate in organizing user research, conduct user research interviews, collect data from user research, synthesize data and present findings to business partners
- Facilitate cross-functional strategic alignment workshops to align business goals with user needs based on insights gathered from research
- Contributed artifacts and documentation to the design system that improved efficiency and designer satisfaction across the entire design department

Product Designer, 217th Studio | Miami, FL | 2018-2022

- Supported the creation of design systems through leveraging knowledge of UI/UX patterns, auditing the UI, and incorporating documentation into a shared library
- Conducted user interviews and testing to create customer journey maps, user personas, and empathy maps to make informed decisions for user-focused products

- Facilitated workshops and research utilizing remote collaboration tools to document, ideate, and solution for UX challenges
- Developed SOP's for conducting user research, identifying patterns, key insights, and opportunities for further development
- Lead a team of 7 to unify aesthetic, patterns, and experiences across client brands, linking features to core business goals
- Build relationships across disciplines to gain strategic allies necessary to bring products to life effectively and leverage internal knowledge
- Collaborated cross functionally to define product features of mobile and web design and experiences

UX Designer, Conscious Good | Boulder, CO | 2016-2018

- Translated high-level business requirements into designs including functional user flows, wireframes, prototypes (low-, mid-, and high-fidelity) and user interfaces
- Served as the sole UX resource on an agile product team; collaborate with product teams to unify customer journeys across the video on demand platform
- Performed usability testing and validate design decisions to business leadership
- Conducted extensive foundational research for the video on demand market and user needs to guide the direction of platform development
- Implemented foundational changes in design culture; includes standardizing global components and style guides, implementing accessibility standards, etc

Visual Designer, Freelance | Miami, FL | 2002-2016

- Provided end-to-end creative direction and applied UX focused content strategy and creative direction
- Contributed to consumer-facing product teams to iterate, design, and deliver multi-platform products and digital experiences
- Completed heuristic evaluations and comparative analysis on all major competitors within wellness, medical, and e-commerce industries
- Developed and executed digital and direct marketing campaigns working with a team of graphic designers
- Worked with leadership to create strong community partnerships, plan and coordinate local events

EDUCATION

Professional Certificate, UX Design

Google, 2020

Bachelor of Arts, International Relations

Florida International University, 2007

Associate of Arts, Graphic Design

Mc Fatter Technical School, 2002