



JADE JOHNSON

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Date of Birth: 22/06/1984

Work Permit: EU Blue Card, 15/01/2021

Citizenship: United States

Languages: English Native, German A2.1

UX Designer and Product Manager with 6 years of experience in designing, defining and improving digital projects. Motivated by empowering my colleagues in achieving milestones. Specialise in B2B2C SaaS, process automation, service design, mobile web optimisation and product strategy.

SKILLS

Project Management	● ● ● ● ●	Product Roadmaps	● ● ● ● ●
User Experience Design	● ● ● ● ●	AB, Usability Testing	● ● ● ● ●
Google Drive, MS Office	● ● ● ● ●	Wordpress	● ● ● ● ●
JIRA: Sprints, Backlog	● ● ● ● ●	KPI's, OKR's	● ● ● ● ●
Writing User Stories	● ● ● ● ●	Adobe Creative Suite	● ● ● ● ●
User Research	● ● ● ● ●	Agile, SCRUM	● ● ● ● ●
Data Analysis	● ● ● ● ●	Google Analytics	● ● ● ● ●
Sketch, Wireframes	● ● ● ● ●	SQL	● ● ● ● ●
InVision, Prototyping	● ● ● ● ●	HTML, CSS	● ● ● ● ●

EDUCATION & TRAINING

Lynda.com , Certificate, Agile Foundations and Cross-Cultural Awareness	11/2019
SinnerSchrader ngGirls Workshop , Certificate, AngularJS, CSS, HTML	05/2018
General Assembly , Certificate, User Experience Design Immersive	02/2016
• 12-week course covering all aspects of UXD and coding intro.	
CSU Los Angeles , BA (honors), Fashion Design and Textiles	06/2011
• Creative Director and Co-President of Fashion Department.	
Penta & Airhelp , Nailing Startup Growth Meetup	06/2019
EyeEm , Branding through Storytelling Meetup	05/2019
Brad Frost Atomic Design Systems Conference , Amsterdam	05/2018
Smashing Conference , Global UX and Web Design, San Francisco	04/2018
Google Workshop , Mobile Web Page Speed Improvement, Berlin	02/2018
Facebook Platform Meetup , Startups, Chatsbots, Engagement, GDPR	12/2017
Luke Wroblewski Google Director , Obvious Always Wins: UX Mobile Web	09/2019
IBM Aperto UX Meetup , Design Behaviours in Social Media	08/2016
World Information Architecture Day , Los Angeles	02/2016
Jared Spool UIE , Data Metrics: Is Design Metrically Opposed?	01/2016

EXPERIENCE

- Delivery Hero**, Lead UX/UI, Project Manager, Consultant 09/2017 - 09/2019
- Gathered Stakeholder business requirements; trained on testing, managed, designed release of Search & Discovery and restaurant listing features with Berlin S&D and Kuwait Teams.
 - Increased largest brand's CVR from 1% to 2% exceeding OKR goal, "Increase Customer love for service," by solving Marketing traffic issue via data deep-dive collaboration w/ Data Scientists.
 - Created roadmaps from OKR's, KPI's and research; built JIRA sprintboard and product backlog.
 - Validated hypothesis; wrote user stories, created wireframes, mockups, AB, Usability Testing.
 - Built Design Community; hired, onboarded, standups, hosted Stakeholder UX ROI workshops.
 - Developed InVision Design System and mWeb UXBP Playbook with Google Experts.
- Blackrock Web Solutions**, Lead UX/UI Designer 01/2017 - 05/2017
- Led Product Design Team in developing Government Embassy custom enterprise SaaS.
 - Analysed, planned, facilitated design of CRM and ERM for medical web software platform.
 - Conducted user interviews and ethnographic research with Health Ministry employees.
 - Developed personas, automated workflow processes into digital storyboards and userflows.
 - Analysed team progress by guiding daily SCRUM stand-ups and weekly retrospective sessions.
- Lunawork**, Senior UX/UI Designer, Consultant 07/2016 - 12/2016
- Designed interface and userflows for stealth iOS/Android App.
 - Hosted weekly stand-ups with development team, corresponding via Slack.
- NASA**, UX Designer, System Architect 01/2016 - 03/2016
- Developed system architecture schemas for ISS Astronauts' Asst, Astrobee's, robotic arm.
 - Managed project by analysing business needs, planning and consulting on which roles to fill.
- HopSkipDrive**, UX Designer, Information Architect 01/2016 - 02/2016
- Created userflows and features for parents to start carpool groups and book rides via iOS App.
 - Guided User Interviews and developed market personas based on data insights and research.
- OTIS College of Art and Design**, Product Design Instructor 09/2011 - 07/2012
- Mentored 90 International students in 3 courses at prestigious Design University.
 - Facilitated their success through career development projects and portfolio feedback sessions.
- Freelance**, UX, Fashion Designer, Instructor, Event Producer, DJ 01/2010 - Present
- Taught product line development to students at OTIS, CSULA and privately.
 - Designed and constructed commissioned costumes.
 - Curated and performed at cultural music events.