KJ

KERRY JOHNSON

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SUMMARY

Innovative Lead UX Designer with expertise in mobile design, interaction design, and user research. Proven ability to drive product strategy and collaborate effectively across diverse teams to deliver impactful design solutions.

SKILLS

- Mobile design
- Interaction design
- Visual design
- Wireframing
- User research
- Prototyping
- Design thinking
- Information architecture
- Problem solving
- Product strategy

EXPERIENCE

Lead UX Designer / Dexcom - San Diego, California *05/2021 - Current*

- Partner with product management, program management, engineering, marketing, content strategists, behavioral science, medical affairs, and regulatory teams to achieve FDA clearance and launch the first OTC glucose biosensor in the U.S. market.
- Influence product strategy through competitive analysis, aligning design with business goals, uncovering innovation opportunities, and suggesting updates that bolster strategic product and service expansion.
- Recommend and implement design enhancements to existing features, achieving a one-point rise in app rating across the iOS App Store and Google Play Store.
- Articulate the design rationale for the information architecture redesign, utilizing supplemental data analysis, and aligning with product roadmap objectives.
- Employ design thinking methodology combined with insights from card sorting and tree-testing exercises to address Stelo's data persistence and feature discoverability challenges.
- Engage with human factors and user research teams to develop design prototypes, discussion questions, and synthesize data on user pain points and opportunities for design enhancement.
- Determine product needs and strategize release planning, guiding design considerations, dependencies, and trade-offs.

Lead UX Designer / Viasat - San Diego, California *08/2018 - 04/2021*

- Spearheaded design of strategic UX enhancements for Viasat's account management mobile app, resulting in increased task completion rates and reduced support call volume.
- Enhanced conversion rates through design of streamlined e-commerce checkout flow, minimizing friction points and abandonment rates.

- Conducted usability testing sessions to gather feedback on design concepts.
- Worked closely with developers during implementation phase to ensure accuracy of designs.
- Presented design concepts and system-based interaction patterns to business partners and stakeholders.
- Leveraged expertise in user preferences and accessibility requirements to establish design specifications and optimize approaches.
- Created detailed wireframes, storyboards, prototypes, and user flows to effectively communicate interaction and design ideas.

Product Designer / Viasat - San Diego, California *02/2015 - 08/2018*

- Designed user interfaces for satellite communication applications.
- Collaborated with engineers to enhance product functionality and usability.
- Created wireframes and prototypes to visualize design ideas.
- Participated in cross-functional team meetings to align project goals.
- Developed style guides to ensure consistency across products.
- Ensured consistency across multiple platforms by designing responsive layouts that adapt according to device size.
- Worked closely with software engineers to ensure that all technical requirements were met during development cycles.

Senior Designer / Viasat - San Diego, California *09/2011 - 02/2015*

- Orchestrated design process from initial concept to final production for an array of printed marketing collateral, including full-page advertisements, tradeshow graphics, signage systems, posters, and annual reports.
- Collaborated with brand and marketing leads to redesign information architecture of Viasat's corporate website, enhancing discoverability and search optimization.
- Managed internal and external video teams to produce interactive tradeshow displays, corporate videos, and animated advertisements.
- Participated in brainstorming sessions with clients to identify project goals and objectives.
- Managed workflow of multiple projects simultaneously within tight deadlines.
- Collaborated with printers and vendors to secure on-time delivery of materials.
- Provided creative input during client meetings to help shape the vision of a project.
- Acted as senior lead to creative partners on photography and film shoots.
- Oversaw production processes, ensuring quality control and adherence to deadlines.

EDUCATION AND TRAINING

Bachelor of Arts: Communication Design *05/2001*
CSU Chico - Chico, CA

REFERENCES

References available upon request.