John Livornese
Product Design Leader

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Summary

I am a creative, curious, strategic, product design leader with experience leading, designing and mentoring on teams of all sizes in difficult problem spaces. I love building interfaces that communicate meaning, increase understanding, and make the end user feel smart. I have worked at both startups and Fortune 500 companies. I have management experience and I've built teams from the ground up, but I've also joined established teams as an individual contributor. Much of my work has mostly been focused on foundational and end-to-end design for new products, building out product design practice and design strategy.

My dream job is a place where people are proud of what they're building and they have fun doing it. I'm a designer who cares a lot about engineering and product, and I love to collaborate with PMs and engineers who care a lot about design. I'm excited to find a new role as a principal product designer, staff product designer or in product design management.

Experience

Wayfair

Principal Product Designer & Product Design Manager (Contract) — Oct. 2023 – Present

As a principal product designer I lead large projects of strategic value within the design systems team, as well as manage a team of product designers who are building a new in-house content management system for Wayfair eCommerce sites.

HIGHLIGHTS
- Product design management
- Design systems
- Design strategy

Stealth Fintech Startup

Founding Product Designer — Feb. 2023 – Oct. 2023

I worked with the cofounders to research the municipal bond market, and created the initial design strategy of a fintech, SAAS product within this space. Drawing upon interviews with subject matter efforts from our strategic partner, a major US bank, we identified gaps in current solutions, I prototyped new products and laid the groundwork for a disruptive new product offering.

HIGHLIGHTS
- Founding team
- 0 to 1 design strategy
- Research & prototyping

Upstart

Principal Product Designer — Sep. 2022 – Feb. 2023

I led the design of a new product for Upstart in the Mortgage space, establishing a clear product design vision in time to inform long-term planning. I performed interviews and competitive research to establish a clear scope, timeline and expectations. Working closely with the product and engineering teams I iterated and improved the design as I went, then refined the design into an interactive prototype and laid the groundwork for the upcoming rounds of usability testing.

HIGHLIGHTS
- 0 to 1 design for a B2C mobile product.
- Competitive research
- Recruited user research panel
- Interactive prototyping

Tableau/Salesforce

Product Design Lead, Predictive Analytics — December 2019 – September 2022

I was hired onto a team tasked with building a new product, a decision modeling, scenario planning tool with real-time collaboration, automatic data visualization and ML analysis features. Through a series of interviews, prototyping and usability studies I helped the team to articulate an innovative product direction and get buy-in from leadership, which allowed us to get approval to grow the team and publicize our work at the annual Tableau Conference.

HIGHLIGHTS
- Analytics desktop web application
- Research & prototyping
- Migrated design system from Sketch to Figma

Luminoso Analytics

Head of Product Design — January 2018 – December 2019

UX Design/Front-end Engineering Manager — January 2015 – January 2018

I was the first design hire for Luminoso, and also the first manager on the front end engineering team, and eventually the Head of Product Design. I was able to propose & lead a complete redesign of the flagship ML analytics product, taking on product management responsibilities and developing an ambitious roadmap. We made the product significantly more useful and easy to learn, resulting in significantly less training and retraining, measurably increased usage, positive feedback from our sales teams and and overall better and more engaging customer experience.

HIGHLIGHTS
- First design hire
- ML text analytics desktop web application
- Team management & hiring
- Built & maintained design system

Wolverine Worldwide

Front End Web Development & UI Design Manager — October 2013 – January 2015

Lead Interactive Designer - Saucony Running Shoes — June 2012 – October 2013