John the Designer

John Livornese

Product Design Leader

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Summary

I am a creative, strategic, product design leader with experience working in difficult problem spaces on teams of all sizes. I love building interfaces that communicate meaning, increase understanding, and make the end user feel smarter. I have worked at both startups and Fortune 500 companies, joined established teams and built teams from the ground up. My recent 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 working with PMs and engineers who care a lot about design.

Experience

Upstart

Principal Product Designer ——————————————————— *Sep. 2022 – Feb. 2023*

I was brought in to take on the design of a new product for Upstart. My time there was short but productive. When I joined the organization the team had been working on the project for months, so I had some catching up to do and needed to define the process to make it happen. The goal was to establish a clear product design vision in time to inform our plans for the following quarter. I started by working from the product team's existing strategy as well as interviews and competitive research to establish a clear scope, timeline and expectations for the design work. I took on the design of each phase of the user experience under tight timelines, and worked closely with the product and engineering team to iterate and improve as I went. I assembled each phase into an end-to-end workflow as I went, then refined the design into an interactive prototype and laid the groundwork for a few rounds of usability testing, all in about three months.

Tableau/Salesforce

Product Design Lead, Predictive Analytics ——————————— *Dec. 2019 – Sep. 2022*

Leading product design efforts for a newly conceived product, performing user interviews, building prototypes and grooming design work into the team backlog. I was hired for this team by Tableau because of my history helping to establish product design practice and process within a team without deep product and design experience.

Luminoso

Head of Product Design ——————————————————— *Jan. 2018 – Dec. 2019*

UX Design/Front-end Dev Manager ——————————— *Sep. 2015 – Jan. 2018*

Front End Team Lead ——————————————————— *Jan. 2015 – Sep. 2015*

I was the first design hire for Luminoso, and also the first manager on the front end development team. I went on to become the head of product design, reporting to the Chief Product Officer. I was able to propose, plan and undertake a complete redesign of the flagship product, taking on additional product management responsibilities and developing an ambitious roadmap of changes. We made the product significantly more useful and easy to learn, resulting in significantly less training and retraining, expanded usage among our clients teams, and positive feedback from our sales teams.

Wolverine Worldwide

Front End Web Development & UI Design Manager ——————— *Oct. 2013 – Jan. 2015*

Lead Interactive Designer - Saucony Running Shoes ——————— *Jun. 2012 – Oct. 2013*

I joined the team as a web designer, dedicated specifically to the Saucony website. Once our company was acquired by Wolverine Worldwide, I was selected to build and lead a newly-created central services web development team. I was responsible for all hiring and personnel management within the team, designing and developing a flexible design system for all of our brands' e-commerce website content and defining the process for marketing teams embedded within each brand to request the development of new content, landing pages A/B tests and more for their respective websites.