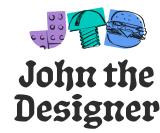


John Livornese

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 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

ReflexAI Product Design Lead, Founding Product Designer

Apr. 2024 – Present

Since joining as the founding designer I've gotten to design a series of bleeding-edge, mission-critical features for our AI-powered training and conversational QA software. I've also led a number of foundational initiatives for our team's design practice. I helped develop our design hiring process, I established our design system and worked with engineering partners to develop a design system practice and I've established an entirely new navigation architecture and visual language for our products based on generative and user research and long-term product strategy.

HIGHLIGHTS

- Founding Product Designer
- Design systems
- Design strategy
- Conversational, AI-Powered B2B Product

Wayfair Principal Product Designer & Product Design Manager (Contract)

Oct. 2023 – Apr. 2024

As a principal product designer I led large projects of strategic value within the design systems team and managed a team of product designers who were 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

Working with the cofounders I researched the municipal bond market, and created the initial design strategy of a SaaS product. Drawing upon interviews with subject matter experts 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 refined the design into an interactive prototype and laid the groundwork for the upcoming rounds of usability testing.

HIGHLIGHTS

- 0 → 1 design for a B2C mobile product.
- Competitive research
- Interactive prototyping

Tableau/Salesforce Product Design Lead, Predictive Analytics

Dec. 2019 – Sep. 2022

I was hired onto a team tasked with building a new decision modeling, scenario planning tool with real-time collaboration and AI-driven visualization and analysis features. Through research and prototyping I helped the team to articulate an innovative product direction, which allowed us to get approval to grow the team and publicize our work at the annual Tableau Conference.

HIGHLIGHTS

- Analytics web application
- Research & prototyping
- Led design system migration

Luminoso Analytics Founding Product Designer, Head of Product Design

Jan. 2015 – Dec. 2019

As the first design hire for Luminoso, and eventually the Head of Product Design, I was able to propose & lead a complete redesign of the flagship ML analytics product. 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 an overall better and more engaging customer experience.

HIGHLIGHTS

- Founding Product Designer
- AI B2B analytics web application
- Team management & hiring
- Product management