John Livornese

Product Design Leader

john@johnthedesigner.com | 201-410-3561 | www.johnthedesigner.com | linkedin.com/in/johnlivornese

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. 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. A culture of empathy and teamwork is paramount. 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 enjoy mentorship, strategic thinking and sharpening my craft. I'm excited to find a new role as a principal product designer, staff product designer or in product design management.

Experience

Upstart

Principal Product Designer — *September 2022 – February 2023*

I was brought in to take on the design of a new product for Upstart. I needed to establish a clear product design vision in time to influence our plans for the following quarter. I started by working from user research 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 and the navigation and wayfinding systems that held the experience together, working cross-functionally with my team to iterate and improve as I went. I assembled each phase into an end-to-end workflow, then refined the design into a series of interactive prototypes and laid the groundwork for upcoming rounds of usability testing, all in about three months.

Other Highlights: Design hiring interviews, led a team that established best practices for Figma (Organization, communication, etc...)

Tableau/Salesforce

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

I was brought in to lead product design efforts for a newly created product team working on a brand new data-driven decision-making product. I performed user interviews, planned and ran design sprints, sought regular feedback through prototyping and worked with engineering and product management on planning and sprint activities. I was brought in by Tableau because of my history helping to establish product design practice and process within a team without deep product and design experience. My work helped the team establish a product direction and get buy-in from leadership which allowed us to get approval to grow the team and to publicize our work in the annual Tableau Conference.

Other Highlights: Intern mentorship, Instrumental in migrating design team to Figma (Establishing best practices and skill building)

Luminoso

Head of Product Design — *January 2018 – December 2019*

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

Front End Team Lead — *January 2015 – September 2015*

I was the first design hire for Luminoso, and also the first manager on the front end engineering 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 to address customer needs, 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, measurably increased usage, positive feedback from our sales teams and and overall better customer experience.

Wolverine Worldwide

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

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

I joined the team as a web designer, designing visuals and developing content for the Saucony website. I was selected to build and lead a newly-created central services design and development team. I was responsible for all hiring, mentorship 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 and visual design and interaction design standards for marketing teams embedded within each brand for the development of new content, landing pages and A/B tests and experiments for their respective websites.