



# DESMOND JOHNSON

# USER EXPERIENCE DESIGNER



## CONTACT & PORTFOLIO

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## UX SKILLS

Agile Methodology Knowledge  
Scrum and Program Increment (PI)  
Human-Centered Design  
Concept Ideation & Wireframes  
Product Backlog & User Personas  
Responsive App & Mobile Wireframes  
User Interviews & Surveys  
Usability & A/B Testing  
Heuristic & Task Analysis  
Contextual Inquiries  
Cognitive Walkthroughs  
Qualitative & Quantitative Research

### Software

Adobe CC: XD, Photoshop, Illustrator, Pendo, After Effects, Dreamweaver, Axure RP, InVision, Sketch, UXPin, Figma, Microsoft Power BI, Google Analytics, Salesforce ServiceNow, Salesforce & Confluence

### Programming

HTML5, CSS, JavaScript, Java, Atom



## PROJECTS

**GPSTI** – UX Analysis and Strategy Overview

**Apollo** - Corporate Payroll Dashboard

**Prep It** - Meal Prep App

**Gortbot** - Research & Usability Testing

**Hotep** - Hotel Kiosk App

**Hirics** - Career Development Website

**Marketing & Branding** - Logo and Icon Assets

See more projects at [www.DesmondJohnson.me](http://www.DesmondJohnson.me)



## EDUCATION

**Kennesaw State University**

**B.S. Interactive Design**

**Technical Writing Specialty**

-Dean's List 3.0

• *IRB Research Certification*

• *SAFe Scrum Master Certification*



## RELATED EXPERIENCE *(See LinkedIn for more roles)*

**GPSTrackit** • Sep 2021 – May 2022

*UX/UI Designer*

- Provided User Metrics using data tools to guide Designs, Features and Product Ideologies to predict User Needs in a SaaS & B2B environment.
- Created User Cases, Types and Presentations for CEO and Stakeholders that Lead to a Categorized User approach based on Customer Industry, resulting in increased revenue.
- Explored Tone, Emotional UX of the software that led to Customer Retention & the creation of “Always Lost Alvin” Commercial Campaign.
- Provided current industry UX Research Guidelines for User Surveys, User Interviews, Questions and Strategy.
- Collaborated with Devs, Product Teams & Customer Success Managers to gather vital user metrics & exit interviews that made discoveries of behavioral customer churn.
- Assist Senior UX members with designs, UI elements, features, Mocks, & Branding Identity and current market practices.

**ConnectPay Payroll** • Mar 2021 – Aug 2021

*UX/UI Designer*

- Multitasked with different Project Requests for different clients, monitoring successful Human-Centered Design execution and completion.
- Collaborating with developers and business analysts to research, design dashboard, and other deliverables to improve user experience.
- Designing screens using UX principles to create competitor analysis, information architecture, wireframes, low and high-fidelity screens while working within deadlines and restraints.

**Dell** • June 2020 – Aug 2020

*Lead Technician*

- Collaborated with Honeywell, ADI and cross-functional teams to research, install and field test equipment with application impediments to improve user experience.
- Upgraded user efficiency and shipment practices amongst ADI sales and logistics.

**IBM** • May 2019 – Aug 2019

*PC Technician*

- Assisted Santander Bank product management teams to research, install and field test equipment impediments to improve the user experience. Enhanced over 400 Bank sites across the East Coast.

**Visual Designer** • Jan 2010 - Present

*Freelance - Commissions/ Contracted*

- Design style guides, re-brand: websites, logos, prototypes, interface content and UX production assets that reinforce a brands values or voice through its visual touchpoints for various sized companies.
- Tailor designs based upon market analysis, UI principles, user data/feedback, technical restraints and Human-Centered Design. Clients include: OT Paralegal Group, Banneret Security, Extend AMG, start-up businesses and non-profit organizations.