

# DEB JOHNSON

PRODUCT DESIGNER

## SKILLS

UX DESIGN

USER RESEARCH

USER TESTING

PROTOTYPING

HTML/CSS

## TOOLS

SKETCH

AFFINITY DESIGNER

INVISION

603-738-0035

deb@debjohnson.design

http://debjohnson.design

## ABOUT

I'm a product designer and front-end developer (HTML/CSS) with a passion for user-centered design. I specialize in user experience design, user research, prototyping, and user testing. I'm passionate about building products that have a meaningful, positive impact on people's everyday lives.

## EXPERIENCE

### Tradecraft

PRODUCT DESIGNER

SAN FRANCISCO, CA

MAY 2017 - PRESENT

- Full-time design apprenticeship program that prepares individuals to excel at high-growth startups through a combination of hands-on project work for startups, curriculum, and mentorship from industry practitioners.

### Neon Labs

PRODUCT DESIGNER

SAN FRANCISCO, CA

FEB. 2013 - APRIL 2016

- Established company's design process and best practices
- Validated product directions by conducting user research; explored UI concepts with rapid prototyping and user testing
- Increased conversion rate from trial to signed contract by designing analytics to convey value of product
- Designed internal image library tool to increase team productivity; collaborated with engineers to build prototype

### Neon Labs

FOUNDING TEAM MEMBER

SAN FRANCISCO, CA

FEB. 2012 - FEB 2013

- Member of founding team; helped craft early product vision, performed customer discovery to find product market fit
- Helped define company culture, vision, and values
- Worked directly with CEO to design pitch decks that helped raise over \$8M in venture funding

## EDUCATION

### Dartmouth College

B.A. Psychology, Music

HANOVER, NH

2006 - 2010