

John Quaresma **Product Design & UX**

With 10+ years of experience, I have had the privilege of working across a wide range of industries, creating user-centered products for iOS, Android, and the web. As a result, I excel at transforming initial ideas into innovative digital products with scalable design systems.

Where I'm currently working

AskScout **Head of Product & Design** (FULL-TIME) JAN 2018 – PRESENT

In collaboration with fellow founders and advisors, I lead a team of data scientists, software engineers, and designers to build products within the personal security and safety space to help users understand potential risks. Responsibilities include:

- Establish, institute, and manage all product and design processes to create a best-in-class UX
- Facilitate and orchestrate collaborative work sessions to ideate, define, and prioritize product features, ensuring all development aligns with user feedback and AskScout's mission
- Manage the product roadmap and feature development, ensuring all projects are efficiently scoped, staffed, and prioritized to achieve strategic goals
- Lead design reviews to ensure all design work aligns with the product vision, providing feedback to improve the user experience
- Lead sprint rituals and product demos, establishing consistent feature development and product releases under a fast-paced timeline
- Establish design consistency across multiple products by creating, instituting, and managing the AskScout Design Framework

Where I've worked

Forge Global **Lead Product Designer** (FULL-TIME) MAY 2019 – AUG 2020

Collaborated closely with executive stakeholders, business partners, product managers, and engineering leads to conceptualize, define, and create innovative financial tech products that helped users buy and sell private shares of pre-IPO companies.

Stay Gold **Lead Product Designer** (FREELANCE) FEB 2018 – MAY 2019

Partnered with UX researchers, brand designers, and iOS engineers to conceptualize and create innovative product solutions that helped drive strategic business initiatives for our corporate clients. Clients include: Garden Variety, Virtual Facility, Shopwell, LVSTER

Innit **Lead Product Designer** (FULL-TIME) AUG 2017 – FEB 2018

Partnered closely with the VPs of Design and Product to establish, institute, and manage product design processes, ensuring that design delivery during sprint rituals aligned with company strategic goals and quarterly design initiatives.

Innit **Senior Product Designer** (FULL-TIME) AUG 2017 – FEB 2018

Collaborated with UX researchers, fellow designers, and iOS engineers to conceptualize, create, and build user-centered products that help users craft meals, manage shopping lists, understand nutrition and cook to perfection.

Swirl **Product Designer / Art Director** (FULL-TIME) NOV 2013 – FEB 2016

Collaborated with UX designers and web developers, art directors, copywriters, and production artists, to conceptualize, create and deliver compelling, immersive digital experiences that supported marketing campaigns for our corporate clients. Clients include: Walmart.com, Juniper Networks, PayPal, Vizio, PG&E, Kingsford, Soy Vay

Apple **Graphic Designer** (CONTRACTOR) MAY 2012 – NOV 2013

Partnered with fellow designers and translators to produce localized design materials for packaging, marketing, and digital documentation, helping ensure all of Apple's products were accessible in 40 different languages for global markets.

XYZ Graphics **Production Artist** (FULL-TIME) SEP 2010 – MAY 2012

Partnered with fellow production artists, creative retouchers, and photographers to produce direct marketing materials for print, in-store, and digital experiences for creative agencies and corporate design teams. Clients include: Goodby, Silverstein & Partners, Levi Strauss, Venables Bell & Partners, Old Navy, Pereira & O'Dell, Williams-Sonoma, Duncan Channon, Men's Wearhouse

Where I've studied

California Polytechnic State University, San Luis Obispo, CA

Bachelor of Science, Graphic Communication

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To learn more, visit my website and connect with me on LinkedIn.

www.johnquaresma.com

www.linkedin.com/in/jquaresma

Skills I've picked up

Interpersonal

- Leadership
- Creative Problem Solving
- Critical Thinking

Industry Experience

- Safety
- Finance
- Food
- Cannabis
- Construction
- Entertainment

Industry Knowledge

- UX/UI Design
- User-centered Design
- Design Management
- Web & Mobile Responsive Design
- iOS & Android App Design
- Design Systems & Frameworks
- Design Thinking
- Creative Strategy
- Art Direction
- Agile Methodologies
- Product Management

Tools & Technologies

- Sketch, Figma & Adobe XD
- InVision, Craft, Abstract & Zeplin
- Principle, Proto.io & Framer
- iOS, Android & Progress Web App
- Bootstrap & Material.io
- HTML & CSS
- Photoshop, Lightroom, Illustrator & InDesign
- Jira & Confluence
- Mac OS, G Suite & Microsoft Office

Tidbits about me

- Passionate soccer fan (real football)
- Hobbyist photographer
- Master home chef & sommelier
- Urban explorer on an adventure
- Always in search of great food