

Johnny Servin III

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PROFESSIONAL EXPERIENCE

User Experience & Design Research

Lead researcher for web, process, and system design projects. Conducted qualitative interviews delivering digital and desktop research artifacts. Facilitated stakeholder workshops using various interactive collaborative exercises. Analyzed and synthesized research data to deliver findings reports, infographics, process maps, and visualizations. Using Omni-Graffle, Axure, and Sketch, produced interactive and responsive website and native app wireframe designs, and developed rapid prototypes via Axure or code level HTML5, CSS3, and Javascript. Facilitated qualitative research via workshops, focus groups, and interviews to inform design projects, define user personas, and define business processes prior to development. *Five years of focused wireframes, process flows, and service design experience based on the user findings and secondary research.*

Web Development

Lead web developer for high-visibility, data driven sites, including database administration tools for content owners, secure portal integration with Salesforce back-ends, and mobile specific sites.

Requirements gathering, UXD, use-case scenarios and general strategy/consulting with internal customers to implement sound design and strategy decisions regarding web properties.

Created online marketing tools for identifying high probability contacts; programs which generated \$30M in possible future sales in the active pipeline.

Continual consulting for, and implementation of, social medial technologies (Twitter, Facebook) as well Google Analytics, SEO improvements, and Yahoo Store interactions. *Over 10 years of code-level web development.*

Project Management

Lead marketing and technical staff for an investment real estate firm in the discovery and requirements phases for implementing a business technology solution. Integrated CRM, Asset Management, and Transaction Management functionality, with data extending to the company website and micro site portal functionality.

Lead programming, management, operations, and marketing teams in the design and deployment of a patented digital content delivery system. *Over 20 years of team and project leadership at various levels.*

TME & Business Analyst

Collected requirements from end-users, designed, developed, tested, and performed user-training for online data collection tools which directly served dynamic content to company website and marketing teams.

Technical Writer on white papers, technical marketing material, User manuals, Quick Reference sheets, and detailed design specs for both stand alone and proprietary internet applications, countless Proposals and Statement of Work

WEB DEVELOPMENT

HTML5, CSS3, PHP, ASP, XML,
JSON, SQL,
CMS, WordPress, Squarespace,
jQuery, Javascript

TOOLS

Omni-Graffle, Axure, Proto.io,
Photoshop, Illustrator, Pixelmator,
MS Visio, InDesign, mural.ly,
Keynote, Powerpoint, Salesforce,
Marketo, CRM

USER EXPERIENCE

Experience design, usability, IA
Qualitative research and analysis,
Infographics and visualizations,
Wireframes, user flows, personas,
Process and service design

PLATFORM

MS-SQL Enterprise, MySQL,
IIS, Apache, MAMP, UNIX

PROJECT MANAGEMENT

MS Project, MS Office Suite,
Team Lead, Requirements ID

WORK ETHIC

Team Player, Promise keeper,
Problem solver, Writer

EMPLOYMENT HISTORY

Freelance/Contractor Status - November 2015 to Present (CMD, KeyKnife, Cash & Carry, Nike)

Helping teams and clients with user experience, process and service design, and qualitative research. Synthesizing user/customer needs and expectations with client intentions and bridging the gap with design solutions that make sense for clients and users alike. Nike contract included clarifying and articulating business goals and processes, and leading qualitative user research (interviews, focus groups, workshops).

Sr. User Experience Designer - Pinpoint, October 2012 to November 2015

Lead user experience designer producing wireframes, prototypes, mockups, process and service designs. Design researcher and analyst, conducting interviews and research projects. Brand and process strategy. Omni-Graffle, Axure, Proto.io, and InDesign as primary tools.

Developer/Consultant - Freelance Consulting on Web Projects, February 2012 to October 2012

Lead web-based client on complete design overhaul including stakeholder workshop, client research, personas, wire frames, database design, and designer selection

Web Developer - Planar Systems, Inc, September 2006 to January 2012

Key developer for corporate website including interactive programming, design analysis, custom content tool development, and integration of 3rd party systems for CRM and automated marketing and campaign management.

Marketing Director - Capital Pacific, LLC, July 2004 to September 2006

Marketing team manager for rebranding and marketing overhaul, design and integration of new print and web collateral. Managed integration of dynamic online customer-facing escrow systems, and well as integration of new team systems through partnership.

Web Manager/Service Manager - New Seasons Market, October 2001 to June 2004

First web manager for local grocery chain, much of the dynamic code for specials and online ordering still in use today.

Business Analyst/TME - Supertracks Inc, June 1999 to May 2001

Named in technology patent for obfuscated cache delivery of content.

Communications Computer Programmer and Web Developer - United States Air Force, July 1995 to July 1999

Honor graduate, Below The Zone promotion, Top Secret clearance, focus on Comsec

EDUCATION

Portland State University – Certificates: Web Developer & Web Producer through Multimedia Program, 2008

Community College of the Air Force – AA Degree Computer Science – Emphasis in software development, 1999

Sonoma State University – English with a Philosophy minor, 1992

Long Beach Community College – A.A. Degree Liberal Arts, – Writing, Philosophy, 1990

Volunteer with Webvisions – Stage Manager, Tech Lead, and Panel Moderator for UX sessions, 2008 - Present

Spanish proficient