

John Wiley

jwileydesign@gmail.com

603.660.0505

johncwiley.com

Skills

UI Design

UX Design

Responsive Web & App

Prototyping

Usability Testing

Brand & Identity Design

Leadership & Direction

Tools

Adobe CC

Figma

UserTesting.com

HTML/CSS

Sketch

InVision

Education

New England Institute
of Art

B.S., Graphic Design

2005–2009

Experience

Liberty Mutual

Senior Product Designer / 2020–Present

- » Redesigned customer flow for adding a vehicle to policy
- » Working cross-functionally to increase adoption of design system across squads
- » Supporting management in visualizing and communicating the opportunities of a reimagined Direct Service experience

PlacePass

Design Director / 2017–2020

- » Supported hiring process as the company grew from 10 employees to more than 30
- » Hired and led the Design team
- » Added research and usability testing to company's process
- » Balanced leadership responsibilities with hands-on design of scalable, partner-friendly web platform

TripAdvisor

Senior Designer / 2014–2017

- » Redesigned core experience for iOS, Android, and responsive web in over 30 languages
- » Collaborated across disciplines, business groups, and offices
- » Worked with Product, Research, and Machine Learning teams to overhaul search interfaces and experience
- » Used improved machine learning capabilities to design personalized and contextually-relevant browsing features

TripAdvisor

Brand Designer (contract) / 2013–2014

- » Contributed to and evolved the TripAdvisor brand, designing for on-site, social, and out-of-home campaigns
- » Designed for campaign partnership opportunities with Changi Airport, Major League Baseball, and the Sochi Olympics

LehmanMillet

Designer / 2012–2013

- » Contributed to campaign concepts and new business pitches in support of the Creative Director
- » Designed advertising collateral and brand guides for clients in the healthcare and pharmaceutical spaces