



John W. Metz

UI/UX Designer

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Methods

Task analysis

User interviews

Competitive analysis

Persona development

Usability testing

Heuristic evaluation

Cognitive walkthrough

Process

User flows

Concept Sketches

Wireframes & Mockups

Style Guides & UI kit

High fidelity prototyping

User testing

Proficiency

Sketch

Figma

Invision

Photoshop

Illustrator

Professional training

Designlab

UX Academy Graduate

Education

State University of

New York at New Paltz

Bachelors of Art: Graphic Design

Bachelors of Science: Art Ed

UI/UX Designer - Couple.com | 2020-present

- Designed brand identities and UI kits for a tech startup in the online dating industry and its entertainment offshoot.
- Conducted user interviews and product testing over the course of 8 months to ascertain product and industry pain points, as well as effectiveness of product improvements.
- Collaborated with PMs to draft concepts for new chat, history, and profile features to support user experience in the dating platform.
- Worked closely with C-suite, PMs, and developers from conception to product launch and continuing iterations: establishing project goals, timelines, and consensus regarding priorities, project workflow, design process, and technology limitations.
- Created all sketches, wireframes, and prototypes to communicate user flows to C-suite for approval, as well as technical specs to the development team.

Digital Designer - Gabriel & Co | 2018

- Served as design lead over an 8-month period for a multi-stage rebranding project, which refreshed and modernized the company's digital brand image, including the creation and implementation of an enhanced brand style guide.
- Identified and revised user pain points in website navigation and architecture, resulting in enhanced user experience with an increase in site conversion rate and a decrease in bounce rate.

Freelance Designer | 2015-present

- Redesigned company blog page and post templates for mobile responsiveness, resulting in a 20% increase in user interaction.
- Developed brand identity, including logos, style guides, iconography, and other collateral for national non-for-profits to increase brand recognition and donations.

UI/UX Design Apprentice - Designlab

- Developed project timelines and devised research and testing strategies to best identify pain points, user needs, and business opportunities.
- Conducted industry and user research that verified the validity of proposed projects, then carried out user testing that confirmed the effectiveness of proposed solutions.
- Generated user flows, concept sketches, wireframes, and high-fidelity prototypes for responsive Ecommerce websites, a video conferencing platform, and a mobile application utilizing AR technology.