

John Brodish

UX Designer

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ABOUT ME

I'm a designer with a dream to make the world a better place. In 2015, I embraced my creative side and took a leap from a career in public policy to user experience design – and never looked back. Today, I draw from my research and analytical background to guide companies through the full design process, so they can deliver products and services that truly make a difference.

DESIGN ACCOMPLISHMENTS

- Through conducting in-depth user research and market analysis for PhotoUp, I identified an opportunity to improve its business strategy and scope. I pitched a more valuable and viable product solution, with data that proved it would better resonate with its target audience. The informed approach won over my client and saved his business from pursuing what would have otherwise been an unsuccessful business venture.
- As the in-house UX/UI expert for Advicent's consumer-facing products, I advocated for end-consumers during its product development cycles and used data-driven approaches to teach the value of user-centered design to management, BAs, devs, and other staff.
- I produced and presented user research, personas, journeys, sitemaps, wireframes, mockups, prototypes and other UX deliverables for Advicent's multiple product teams on a weekly basis, often working within significant time and development constraints.
- For the past 2 years at Spoke, I've conducted heuristics reviews of their clients' digital products as a part-time, on-call consultant, presenting process improvements that fix usability issues and/or reduce the number of screens needed for development.
- In ~2.5 months, I simultaneously redesigned 3 different client websites for APCO Worldwide, improving the sites' design and information architecture to accommodate new audiences and business goals. Over that time period, I conducted 20 different stakeholder interviews to inform my design decisions and produced over 20 wireframes.
- For one of these APCO clients, I identified a service provision opportunity that would more effectively achieve their goal of increased web traffic – more so than the website redesign I was tasked with – after synthesizing feedback from my stakeholder interviews.
- I produced a high-fidelity prototype of Leap App Co.'s new mobile app concept, working with it's limited resources and budget, to design 15 core screens in 40 hours.
- I completed General Assembly's UX Design Immersive: a full-time, project-based UX design curriculum, which included more than 500 hours of professional training over a 10-week period. I completed 5 different mobile and web UX design projects, covering the entire UX design process from end-to-end.

DESIGN TOOLS & SKILLS

Sketch	Lean Startup Methodology	Ideating & Sketching
Craft / Invision	User Research	Information Architecture
Principle	Competitive Analysis	Wireframing
Balsamiq	Persona Creation	UI Design
Omnigraffle	User Journeys & Flows	Prototyping
Basic HTML + CSS	User Advocacy	Usability Testing

RELEVANT WORK HISTORY

Freelance UX Design UX Designer

- Burnt Cow (April 2018)
- Leap App Co (July 2016)
- Mari (April 2016)
- PhotoUp (December 2015)

Advicent

UX Designer

Milwaukee, WI

April 2017 - February 2018

Spoke

UX Designer (Part-Time)

Washington, D.C. (Remote)

April 2016 to Present

APCO Worldwide

UX Designer

Washington, D.C.

June 2016 - August 2016

General Assembly

UX Design Immersive Student

Washington, D.C.

October 2015 - December 2015

American Chemical Society

Project Assistant

Washington, D.C.

December 2014 - October 2015

EDUCATION

General Assembly

UX Design Immersive

Washington, D.C.

October 2015 - December 2015

Lehigh University

B.A. Economics, Political Science

Bethlehem, PA

August 2009 - May 2013