

John Lehrian

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PROFILE:

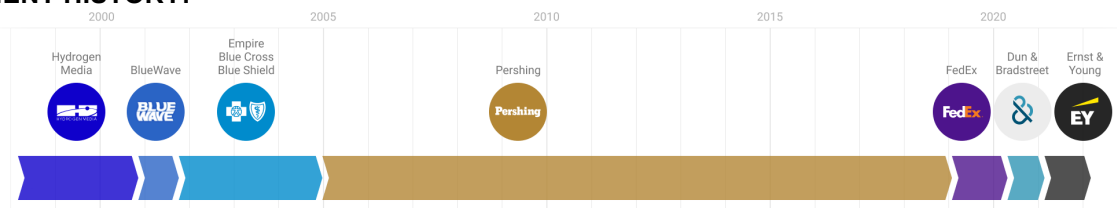
I'm a visual and user experience designer who is a fierce client advocate with a results-orientated mentality that loves to transform challenges into better experiences. I'm looking for a position in a company that prioritizes customer experience to make a positive impact on customer satisfaction, increasing customer retention and growing usage. I simply love to design experiences that look great and delight customers.

I am skilled in all stages of application design including journey mapping, process and business flow diagramming, information architecture, interaction design, visual design, usability testing, and front-end and CSS development.

User Research, Experience Strategy, Interaction Design, Information Architecture, User Interface Design, Usability Testing, Graphic Design, Card Sorting, Task Analysis, Rapid Prototyping, Heuristic Evaluation, Persona Development, Wireframes, Competitive Analysis, Experience Maps, User Journeys, Storyboards

Tools: Figma, Sketch, Miro, Adobe XD, Photoshop, Illustrator, InDesign, Dreamweaver, Balsamiq, OmniGraffle, Invision, Visual Studio, Visio, Axure, and more... Proficient in CSS, HTML5, and good working knowledge of Javascript, JQuery, .NET, #c.

EMPLOYMENT HISTORY:



User Experience Designer 10-2021 to 8-2023

Ernst & Young, London, UK

At EY I designed a financial crime case management platform including transaction monitoring and know-your-customer use cases. This platform allows financial institutions to onboard to a shared platform experience, configured to their specific needs, eliminating the need to build 100's of one-off applications for EY's diverse client list.

Visual and User Experience Designer 4-2021 to 9-2021

Dun & Bradstreet, Short Hills, NJ

While at Dun & Bradstreet I redesigned both the risk analytics and account receivables platforms, which had customer adoption challenges. Both were huge successes with customers who are now comfortable adopting the new platforms.

Client Comment: "Recently upgraded to Risk Analytics and it has been a game changer. The reports are much more comprehensive with enhanced capabilities when it comes to continuous monitoring of third parties."

Visual and User Experience Designer 9-2019 to 4-2021

FedEx, Germantown, TN

At FedEx I designed a trip builder application that reduced the hours it currently took for schedulers to combine flights into trips and assign crew down to just minutes, a 98% reduction in the time it took to schedule a trip, while also better displaying pay hours to pilots. I designed a rules engine that automated the process of updating company wide applications once a new pilot union contract is signed. I utilized a mobile-first design approach for the crew calendar application, as the pilots access their schedule on tablets.

Visual and User Experience Designer 8-2005 to 1-2019

Pershing, Jersey City, NJ www.pershing.com

- At BNY Mellon's Pershing, I was responsible for designing the retail-facing digital platform <https://www.netxinvestor.com> a financial platform that benefited 3.8 million investors across more than 980 diverse Broker Dealers and Investment Advisors. The new platform has been instrumental in client retention while increasing to more than 5.6 million investors across 1400 firms ranging from regional banks and advisors, to large worldwide financial institutions. This platform is brandable, adaptive to mobile devices, and has ADA/W3C compliance certification allowing investors with disabilities to browse with ease using screen readers.
 - Using persona based research and journey maps; I redesigned the trading process including equities, mutual funds, options and 529 plan trading and even after-hours trading, establishing one of the industry's quickest online trading screen designs.
 - Designed the platform's digital advice feature in an agile method, which allows Broker Dealers and Investment Advisors to onboard new clients at a lower cost, using journey maps, wireframes and user testing to ensure success.
 - Designed the asset movement features including ACH, check disbursements, Zelle transfers and account transfers, by designing user experience flow diagrams, wireframes and performing user validation testing and wrote business requirements.
 - Integrated wealth reporting and performance information understanding the intricacies in displaying performance data.
- Worked closely with business analysts and product development to establish use cases, wireframes, pixel perfect Photoshop renderings of the application and UI specs. After user validation I iterated through changes and developed the front-end code.

- Lead a group of designers and front-end developers in redesigning the professional platform consisting of the creation of process flow diagrams, journey maps, wireframes, visual designs, user validation, and style guides creating <https://www2.netx360.com/>
- I lead the design of Pershing's native iOS and Android APP NetX360 utilizing Visual Studio and Xcode to deliver artifacts.
- Designed countless demos highlighting the improvements and the advantages of the Pershing platforms.
- Assumed leadership role in projects and recommend best practices and lead project teams on all UX activities.
- Responsible for motivating, developing, and directing the team as they tackle new challenges.
- Establishing, documenting and communicating the ever-evolving user experience process.

Web Creative Director 3-2001 to 11-2004

Empire Blue Cross Blue Shield, New York, NY www.empireblue.com

- Developed budget forecasting for the creative group, including copy, proofreading, print designers and interactive resources
- Overhauled the design and information architecture of www.empireblue.com which brought the site from being merely a gateway to portals to a branded acquisition-focused, user-centric, information source winning many awards
- Designed and executed the production and build process for all web projects ensuring quick and high quality delivery
- Effectively created and measured online promotions to achieve registration and portal usage goals
- Created the design and conducted usability studies for Empire's five portal applications, which included the creation of wire frames, mock-ups and html prototypes and also conducted user-centric focus groups. Empire's portal applications allow:
 - brokers to prepare quotes, create proposals and enroll and renew group accounts
 - employers to add, change or cancel coverage, and view billing summaries
 - members to find a doctor, check claim payments, and print temporary id cards
 - physicians and hospitals to submit claims and quickly check eligibility
 Successfully brought these services online, reducing operational costs and drastically improving customer service
- Designed interactive provider directory dramatically reducing the production and mailing costs compared to the printed version
- Designed a hospital rating portal, which helped members make an educated hospital choice
- Implemented a disaster recovery program enabling client and employee communication following the 911 national disaster

Art Director/Information Architect 11-2000 to 3-2001

Bluewave Inc., New York, NY www.bluewave.com

- Interviewed clients, conducted needs analysis and used strong interpersonal skills, devised creative briefs and functional specs which resulted in strong client relationships
- Sites designed while at Bluewave: www.exxon.com www.mayo.com www.microban.com
- Managed the creative process and set design standards for the company, including documenting the work flow
- Mentored and trained the interactive designers and sales team by conducting weekly knowledge sharing discussions critiquing an assortment of examples from targeted vertical markets
- Worked closely with developers to integrate the clients' requirements while adhering to the strict brand guidelines

Senior Art Director/Information Architect 7-1998 to 10-2000

Hydrogen Media, St. Petersburg, FL

- Successfully managed 10-20 concurrent projects and conducted weekly status meeting
- Delivered projects on time to satisfied clients, staying on budget while achieving favorable employee utilization rates for 40 designers
- Documented client interviewing and needs analysis procedures
- Established graphic libraries, including possible images, mood boards and layouts
- Created concepts, storyboards, designs and in some cases, corporate identity
- Critiqued layouts, focusing on design, information architecture and flow to meet the clients' needs
- Developed and implemented HTML standards
- Sites designed while at Hydrogen Media:

www.crushsoda.com

www.lazzarayachts.com

www.aon.com

www.dreyfus.com

www.moorings.com Won Forbes Best of the Web

www.colliers.com

<https://autoclubsouth.aaa.com/>

www.dupontregistry.com

www.netwolves.com Won a Gold ADDY award

www.ftd.com

www.attorneys.com

www.floridasbeach.com

EDUCATION:


Art Institute of Pittsburgh

Associate of Art in Visual Communications

School of Visual Arts

Web Design and Development, Advanced Flash

LICENSES & CERTIFICATIONS:

Adobe XD Essential Training: Design Aug 2019 – Present  LinkedIn

Hands-On Mobile Prototyping for UX Designers Aug 2019 - Present  LinkedIn

Accessibility for Web Design Jan 2018 - Present  LinkedIn