VANESSA JOHO
Lead Product Designer

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EXPERIENCE

Senior Product Designer
YouTube (a Google company)
Aug 2022 - Present · Los Angeles, CA

Lead discovery UX on iOS, Android and web, where I balance strategizing long-term vision (e.g. using emerging GenAI technology), with defining achievable milestones and designing quick bets that help viewers effortlessly find valuable content.

Lead Product Designer (IC + Manager)
Google Cloud platform - Looker
Oct 2020 - Aug 2022 · Los Angeles, CA

Strategized & designed self-onboarding experience. Led UX for integrating Looker's data into BigQuery. Managed 2 direct reports. Coordinated UXD resources across projects.

UI/UX Design Mentor
Springboard
May 2019 - Present · Remote

Mentor students in a year-long course, with biweekly 1:1 calls for UX feedback & support.

Senior Product Designer
Samsung - Design Innovation Center
Oct 2018 - Mar 2020 · San Francisco, CA

Designed a machine learning internal tool that shows Samsung's smartphone UX performance. Strategized and designed concepts for community driven food platform.

Principal UX Designer
Byton (chinese EV startup)
Sept 2017 - Oct 2018 · San Francisco Bay, CA

Led the architecture & design for EV's ADAS, steering wheel buttons, and multi-screen interaction model. Led 2 junior designers. Conducted research in Shanghai.

Lead Product Designer (Contracts)
Estee Lauder, PlanSnap, Accenture, Capital One
Aug 2015 - Sept 2017 · New York, NY

· **Estee Lauder:** Designed & launched AR virtual makeup try-on for mobile & desktop.
· **Accenture:** Designed & launched a Capital One desktop payment experience.
· **PlanSnap:** Led research & design of event planning iOS app.

UX Engineer (Contracts)
Audible.com (an Amazon company), Method, Story Worldwide
Aug 2014 - Aug 2016 · New York, NY

· **Audible.com:** Redesigned company desktop & mobile sites. Built UI toolkit with React.js.
· **Method:** Developed UI toolkit with React.js for McDonald's kiosks and website.
· **Story Worldwide:** Developed marketing websites for multiple Unilever customers.

UX Designer (Contracts)
Microsoft Research, Akamai Technologies
Sept 2013 - Sept 2014 · San Francisco Bay, CA

· **Microsoft Research:** Designed experimental project about humanizing data.
· **Akamai Technologies:** Designed API management system. Received full time offer.

Web Designer
Reach Communications
Feb 2010 - January 2012 · Philadelphia, PA

Designed & developed sites. Took over all design tasks when company downsized.

ABOUT

I'm a T-Shaped Lead Product Designer who can Strategize (define long term business goals/design thinking), Design (define achievable short-term milestones) and Code (HTML5, CSS3, Javascript, React.js). With 14 years of end-to-end product experience, I have led UX design across platforms like automotive screens, iOS, Android, desktop, OS, and kiosks across many industries, including entertainment, business intelligence, autonomous vehicles, and beauty, with expertise in designing features using Gen AI and LLM. I have experience on the IC and UX management path.

SKILLS

UX
UI/UX Design
Product Strategy
Design sprints/ideation workshops
Information Architecture
Prototyping
UX Reasearch
UX Management

Code
HTML5, CSS3, SASS
Javascript, JQuery
React.js, React Native
Responsive/Adaptive Design
Bootstrap.js, Framework7.js

Tools
Figma
Adobe Creative Suite
Sketch App
MindNode
Zeplin
InVision, Framer
Terminal, Git, Github

EDUCATION

New York University
Masters - Interactive Media (ITP)
Sept 2012 - May 2014

Northeastern University
Bachelors of Arts - Graphic Design
Sept 2004 - Jan 2009