

John Salaveria

Product Designer

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WORK

Yelp, Consumer Product Designer — Aug 2017 - current

- Sole designer on the Search UX team responsible for improving the core search experience on the web/mobile products reaching a combined 200mil monthly active visitors.
- Produced a user journey map to define long-term strategy for company-wide personalization initiatives.
- Worked with engineering and product stakeholders, involving them in the design process from early-stage ideation to dev handoff.
- Conducted user studies to understand attitudinal and behavioural insights on early and late stage product concepts.

Noom, Product Designer — Jan - Apr 2017

- Designed a **suggested messages** tool for a web dashboard from research to prototype to scale the coaching experience for a 170:1 user-to-coach ratio.
- Led a major whitelabel project for **Philips** by delivering visual assets and mobile app mockups to reflect their visual branding.

Sequence, Front End Engineer — Apr - Sep 2016

- Produced a high-fidelity Assemble.io prototype for a **Facebook for Business** website redesign, designed and coded user interaction elements.

TOOLS

Tech - jQuery, NodeJS, Express, MongoDB, MVC, Git

Design - Sketch, Figma, FramerJS, InVision, Principle, Marvel, Photoshop, Zeplin

Languages - JavaScript/ECMAScript 6, Java, C++, C

Markup - HTML5, CSS3, Sass, Jade, Handlebars, Markdown

AWARDS

1st Place - Undergrad Design Symposium, UW, 2018

IBM Entrance Scholarship in Engineering, UW Alumni, 2013

Lieutenant Governor's Award, Government of Ontario, 2013

VOLUNTEERING

Design Director, **UW Blueprint**, Non-Profit — 2017 - 2018

EDUCATION

Bachelor of Software Engineering

Class of 2018, University of Waterloo