

# John Domine

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Oakley, California

## WORK EXPERIENCE

### American Addiction Centers

#### Product Designer I

April 2022 - Present

- Leading design for six websites and two teams, streamlining design systems and global components to decrease designer and developer debt.
- Creating and informing product strategy decisions with data tools like Power BI and Google Analytics.

#### Jr. Product Designer

April 2020 - April 2022

- Streamlined how our teams approach user studies by creating a qualitative codebook and a process of how to use it in order to make data more accessible to stakeholders.
- Hosted multiple design thinking workshops to help educate non-UX team members and encourage collaboration for ideation on new solutions.
- Overhauled TreatmentSolutions.com, from product branding to page templates and strategy, within two months as the sole designer.
- Led the UX team to redesign our Treatment Overview Chart that has since produced 40,000+ leads.

#### Jr. Optimization Designer

July 2019 - April 2020

- Advocated for sites to reach WCAG standards through our design systems and page hierarchy.
- Created 50+ optimization tests across 12 websites that on average generated 10-50% lift in RPV for over a million monthly users.

### Robolink

#### Design Intern

February 2019 - July 2019

- Designed marketing assets for Zumi, winner of CES 2019's Best Of Innovation Award.
- Conducted weekly user testing sessions with local school districts to strengthen and guide product design decisions for Zumi.
- Created and published digital ads for the CoDrone product that generated over 23% ROI.

## EDUCATION

### University of California, San Diego

September 2015 - March, 2019

B.S. Cognitive Science: Human-Computer Interaction; GPA: 3.5/4.0.

- Design for America Team Member from November 2018 - June 2019.

## SKILLS, TOOLS, & INTERESTS

- **Design Skills:** Wireframing; Prototyping; Design Systems; Responsive Design; Brand Identity; Accessibility; Copywriting; Information Architecture
- **Research Skills:** Usability Testing; A/B Testing; User Flows; Competitive Analysis; Product Strategy
- **Tools:** Figma; Sketch; Abstract; InVision; Wordpress; Adobe Illustrator and Photoshop; HTML; CSS; JavaScript; Google Analytics; Power BI; Heap; UserZoom
- **Interests:** Travel; Hiking; Video Games; Comedy; Community (TV series); Community (social group)