

John Lerma

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SUMMARY

As a designer, I distill complex systems into intuitive and elegant experiences. I'm passionate about research, wireframing, prototyping, and cross-disciplinary collaboration, and seek work that brings new challenges.

EMPLOYMENT

Apple Inc, 2017

Production Designer

- Created social media advertisements for Apple Music & iBooks
- Designed presentation materials for internal usage
- Created design templates for internal and external teams

Freelance, 2014 - 2016

Mobile App and Website Designer

- Design wireframes, prototypes, and assets for mobile apps and websites
- Ownership of visual design and UI/UX

Zynga, Zynga Poker, 2009 - 2013

Art Producer

- Managed scope, schedules, risks, and resources for video game with 7 million daily users
- Worked with project managers, producers, developers and artists ensuring new feature releases
- Redesigned art pipeline for better production flow
- Created and maintained spreadsheets and schedules for design team of 12 artists

Senior User Experience Designer

- Defined design requirements for game features to meet both user experience and business goals
- Produced wireframes, high-fidelity mocks, and interactive prototypes
- Designed UI/UX, animation and sound
- Managed localization efforts and designed localized art assets in 13 languages

Sega Inc., Marketing Department, 2008 - 2009

Senior Flash Developer

- Designed and developed interactive flash websites using code, animation, video, and sound
- Created Email newsletters and other promotional materials for video game marketing
- Designed and deployed online advertisements to third party hosting companies and publishers
- Localized xml driven websites for worldwide territories

Eidos Interactive, Marketing Department, 2005 - 2008

Associate Web Producer

- Managed web team and worked with advertising agencies to produce advertisements and websites
- Worked with ESRB for approvals of all online assets based on ESRB guidelines

Web Designer

- Designed and deployed online advertisements to third party hosting companies and publishers
- Designed Flash game websites from concept to delivery
- Created online newsletters for sales and consumer audiences
- Created and edited video and audio for advertisements and websites

EDUCATION

School of the Art Institute of Chicago, 1998 Bachelor of Fine Art
Concentration in Art & Technology, Graphic Design, and Sound

SKILLS

UI/UX

Wireframing

Visual Design

Typography

Animation

Prototyping

Video Editing

Sound Design

HTML

CSS

Javascript

Jquery

Knockout

Agile

TOOLS

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe InDesign

Adobe Animate

Adobe Flash

Adobe Audition

Sketch

Pixate Studio

Ableton Live

3DS Max

Jira