John Lerma

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EXPERIENCE

AllTrails | Production Designer
San Francisco, CA, 2025 - 2026

- Led localization of marketing creative across 13 languages ensuring design integrity
- Produced paid campaigns across social platforms and ad networks, plus print production and video/motion
- Maintained localized libraries and built internal Figma tools to expedite processes

Standard BioTools - Fluidigm | Senior Production Designer
South San Francisco, CA, 2018 - 2025

- Developed global marketing collateral for over 50 trade shows, online and print advertisements, zap stands, email campaigns, and landing pages
- Art directed UX/UI for the Biomark X PCR instrument and product launch video, winning Good Design award and ISBER's Outstanding New Product award
- Designed visuals, key art, and illustrations (2D and 3D)
- Led branding refresh initiatives, UX/UI improvements, and packaging design
- Produced product photography, using traditional techniques and 3D assets
- Established new design systems and art libraries, streamlining team workflows and efficiency

Apple | Production Designer
Cupertino, CA, 2017

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

Freelance | Visual UX Designer
San Francisco, CA, 2014 - 2016

- Designed UX/UI, visual design, wireframes, and prototypes for mobile apps and websites

Zynga | Art Producer / Senior Experience Designer
San Francisco, CA, 2009 - 2013

- Defined design requirements for game features to meet both user experience and business goals for video game with 7 million daily users
- Produced wireframes, high-fidelity mocks, and interactive prototypes with UX/UI & animation
- Managed localization efforts and designed localized art assets in 13 languages
- Redesigned art pipeline for better production flow
- Managed scope, schedules, risks, and resources for a design team of 12 artists

EDUCATION

School of the Art Institute of Chicago, Bachelors of Fine Arts, Chicago IL

CERTIFICATES

Udacity Front End Web Developer Nanodegree, DesignerUp Product Design

SKILLS

Figma, Adobe Photoshop, Illustrator, Indesign, After Effects, Substance Painter, Blender, AI Tools

Visual Design, Interaction Design, Design Systems, Art Direction, Storyboarding, 3D Design, Typography, Prepress, Illustration, Web Design, Front End Web Development, Package Design, Video Editing, Animation