

JOHN LEUFRAY

Senior UX Designer

SOFTWARE

Figma
Miro
Jira
Photoshop
Illustrator
Adobe XD
InDesign
WordPress
Sketch
InVision
Zeplin
Axure RP
Hotjar
Microsoft Office
HTML / CSS

SKILLS

Design Thinking
User Research
Usability Testing
Heuristic Evaluation
Design Systems
Journey Mapping
Wireframing
Prototyping
Responsive Design
Agile Development
A/B Testing
Lean UX
Info. Architecture
A11y Auditing
IXD

EDUCATION

University of Michigan
BA in Graphic Design,
1998 - 2003

CERTIFICATIONS

Google UX Design
Coursera, 2021

GSI Global / *Senior UX Designer, 2023 - Present*

Created the corporate website and designed compliance documents for clients. Developed GoldChain, a blockchain app for tracking the provenance of gold from source to buyer, ensuring compliance with global regulations. Led global growth marketing strategy and conducted user research to inform the redesign of a forex trading app.

FIS / *Senior UX Designer, 2022 - 2024*

Led UX design while managing an offshore team of a white-label retirement management platform sold to Wells Fargo, Deloitte, and T. Rowe Price. Conducted user research and created prototypes to refine design and handoff to the development team. Collaborated with internal teams to deliver accessible solutions for web and mobile.

Allied Global Exports / *Senior UX Designer, 2017 - 2022*

Designed a mobile app to optimize the customs clearing process, reducing delays, preventing errors, and saving costs. Implemented UX maturity, created branding guidelines, and built compliance documentation for licenses and permits. Created online sales collateral and pitch decks, resulting in securing over \$9M in financing.

561 Media / *Senior UX Designer, 2016 - 2017*

Led visual design, branding, and e-commerce marketing strategies for several high-traffic online stores. Establishing payment flow best practices and automated inventory management using AWS. Managed marketing campaigns and wrote content for social media, and created search engine ad placements.

Plasma Arc Technologies / *Senior UX Designer, 2006 - 2016*

Created corporate branding and UX strategy for renewable energy and mining projects, helping secure over \$3M in financing. Developed product designs and marketing strategies for two subsidiary companies. Created architectural and engineering designs for industrial products and refinery equipment currently in production.

Global Personals / *Senior Interactive Designer, 2006 - 2008*

Developed branding and user experience for a dating site with over 200k daily users. Designed a self-serve customer service website, leading to a \$2M annual savings by eliminating the need for a call center. Created and deployed high-traffic banner ads via SSH and conducted A/B testing tracking live revenue.

Enlighten / *Interactive Designer, 2002 - 2005*

Designed an interactive Flash trivia game for a Reebok basketball shoe promotion. Led Audi USA's web design, including model year changeover, Certified Pre-Owned, email templates, and photo retouching. Contributed to website designs for 20+ clients like Walmart, Sony, Pulte Homes, Nickelodeon, and Food Network.