

John Braine

Senior Product Designer & UX Designer. Dublin, Ireland.

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SUMMARY

I am a Senior Product Designer with a rigorous UX Design process that focuses on finding that sweet spot between user needs and business goals, while solving complex problems with elegant solutions. I have been designing and building web applications and web sites for over 15 years, specializing in enterprise b2b software. I always get great feedback on how well I work with engineers and how effectively I communicate with non-technical stakeholders; I believe this level of collaboration is key to building great teams and great products.

EXPERIENCE

Sonru, Dublin — Senior Product Designer

February 2016 - Present

Sonru is an award-winning B2B SaaS automated job interview platform, used by customers worldwide to improve recruitment screening.

Reporting to the CTO and CEO, in Sonru my primary focus was on prioritising, designing and releasing new features.

Highlights:

- I designed many new features and resolved complex issues which exceeded customer expectations, increasing trust and loyalty resulting in an estimated churn reduction of 25%
- I refreshed the whole design process with a focus on improving the scoping process and resolving all design problems with low fidelity interactive prototypes, to ensure no time waste during design or development
- I introduced a quantitative system to select and prioritise new features, which ensured we were building features that our customers needed the most and that we could build in a reasonable timeframe
- I hosted company webinars to explain how new features work

Main Responsibilities:

- Production of flow diagrams, wireframes, use cases, prototypes and specs for new features and products.
- Facilitating workshops with cross-functional internal teams and customers to ensure we were resolving the key issues and generating accurate requirements
- Collaborating very closely with software engineers and QA before, during and after development

RELEVANT SKILLS

Interaction Design
Wireframes
Interactive Prototypes
Usability Testing
User Experience Design
User Interface / Visual Design
User Journey / Story Mapping
User Flows
Process Flows
Quantitative scoping
Agile: Scrum / Sprints
Customer & User Research
Competitive Analysis
Release planning
HTML, CSS and frameworks

SOFTWARE

UXPin
Sketch / Invision
Adobe Creative Suite
Analytics (Intercom, Mixpanel)
Aha
Userlane

- Gathering user feedback via multiple sources: surveys, prototype feedback, intercom feedback, guerilla testing and beta releases
- Working closing with sales, marketing and CSM teams to monitor client expectations and to keep our teams in the loop about new features
- Producing user guides for new features using Userlane

Bookassist - Dublin – Senior UX/UI Designer

May 2011 - Feb 2016

Bookassist is an award winning technology partner for hotels, with a suite of products to streamline hotel booking and room management.

Highlights:

- I designed a hotel room management system from scratch which won over many new clients
- Bookassist won the World's Leading Booking Engine Technology award several years in a row after I redesigned the booking engine
- A/B Testing on the new booking engine produced an improved conversion rate of 23%
- I designed and built a content management system for the company website

Main Responsibilities:

- Created wireframes, flows, prototypes, UI specifications and visual designs.
- Collaborated with product owners, business analysts, engineers and back-end developers on new features and improvements.
- Managed and mentored a junior team member on my team

Sitecaddy / Green Island Interactive - Remote – Senior Web Designer & UI Designer

May 2009 - May 2011

Sitecaddy is a Content Management System, host and web design company initially specializing in the golfing industry

Highlights:

- I designed and built about 50 different websites for our clients
- I added domain specific features to our CMS and improved the usability of existing features

Main Responsibilities:

- Liaising with clients to design websites aligned to their brand
- Front end development of new sites, writing accessible CSS and HTML
- UX and UI design for the CMS

The Panel - Dublin – Web Design and Development

Jan 2009 - May 2009

- In-house contract to design and build a website called "Surviving Redundancy" with a custom-made Content Management System built

Latest Linked Recommendation

"I've worked with John for three years and can honestly say it has been a pleasure, both on a professional and personal level. John is a focused ux designer and team player - able to identify and communicate effectively with all stakeholders while understanding what the customer wants us needs to make them successful. We have worked together closely on new features and with our Enterprise accounts and I always found him to be very approachable, professional and courteous. John has a wonderful ability to look at all the options and turn a complex problem into a clear set of requirements."

Marisa Baron
Global Manager of Client Success Team at Sonru
July 9, 2020,

using Expression Engine

Palm Europe - Dublin — Web Producer

Jan 2008 - Jan 2009

- I designed and developed mini sites and product launch pages
- I managed the outsourcing of some work to external agents

Page 7 Media - Dublin — Senior Web Designer

Nov 2006 - Dec 2007

- Senior Web Designer for the company's portfolio of sites.
- I designed a CMS that delivered template-based web sites to clients, the templates for that system, and also designed bespoke web sites

EDUCATION & SKILLS DEVELOPMENT

2015 (Refreshed my UX skills)

Udemy, User Experience Design Fundamentals by Joe Natoli

Udemy, UX Design Master Course Strategy Design Development by Joe Natoli

2005

Trinity College Dublin, MSc in Multimedia Systems

2000

FAS, Diploma in Web design

1990

Sallynoggin College of Further Education, Certificate in Art and Design