



John Marek *is a product designer*

johnmarek.design (password: Gimmeallofthedesserts)

New York, NY

Empathic leader, product designer, systems thinker, and charismatic collaborator.

Experience

CONTRACT/FREELANCE

May 2024 – Present

Product Design and Strategy Consultant

- Provide design strategy, team collaboration and process optimization, and tactical support for startups and small businesses

DATAVANT

Mar 2023 – Apr 2024

Product Designer

- Led the research and design to refine, automate, and scale the manual process for analyzing large healthcare datasets, ensuring HIPAA-compliant patient data de-identification
- Reduced SLA of Expert Determinations by 80% and creating new revenue opportunities

LATTICE

Aug 2022 – Jan 2023

Senior Staff Product Designer

- Helped unify a new 12-member product team by establishing working agreements and creating a participatory, inclusive design process
- Led research and design for compensation benchmarking and compensation band features, reducing client churn and boosting acquisition and attach rates

GUSTO

May 2021 – Dec 2021

Product Design Manager

- Participated in high-level product strategy and quarterly roadmap planning
- Designed and released features that contributed to exceeding OKR of 44% YoY growth
- Mentored, coached, and advocated for designers, enhancing team skills and performance
- Helped optimize hiring processes and actively participated in hiring panels

GUSTO

Oct 2020 – May 2021

Lead Product Designer

- Contributed to weekly business and product metric reviews
- Initiated and developed strategic partnerships, fostering improved communication, and cross-functional collaboration resulting in increased efficiency and quality
- Co-led a product team focused on developing tools for accountant partners, delivering solutions that streamlined key workflows, reduced churn, and increased acquisition

GUSTO

Apr 2020 – Sep 2020

Senior Product Designer

- Fostered strong collaboration with the product team, ensuring an iterative design process that included problem framing, opportunity identification, and collective brainstorming
- Helped to identify and prioritize high-value product work that aligned with customer needs and business objectives
- Led design reviews and feasibility discussions with PM and Engineering partners

SURVEYMONKEY

Jan 2018 – Dec 2019

Senior Product Designer for Analyze

- Spearheaded collaborative design and research efforts for new products, features, and enhancements focused on improving data analysis tools to interpret survey results and offer actionable insights

Experience (cont.)

SURVEYMONKEY

Jan 2017 – Dec 2018

Senior Product Designer for Teams and Collaboration

- Led cross-functional design efforts to define strategy, scope, and ship in-product collaboration features, including Slack and Microsoft integrations, granular survey permissions, and shared notifications

CONTRACT/FREELANCE

Jan 2015 – Jan 2017

Product Design Consultant

- Provided UX strategy and design services for both short-term and long-term product design initiatives, supporting clients such as SurveyMonkey and ISKME

SURVEYMONKEY

Sep 2012 – Dec 2014

User Experience Designer

- Observed a collaborative human-centered design methodology for improving existing products along with designing and shipping new products for survey creation, data collection, and survey data analysis

ARCHSTONE

Nov 2011 – Aug 2012

Senior User Interface Designer

- Led design for an in-house product development team tasked with building CRM tools for internal use in managing large high-end residential communities

CONTRACT/FREELANCE

Aug 2005 – Oct 2011

Web, UX Design, and Marketing Consultant

- Delivered branding development, UX design, web design, email design, web marketing, and usability consulting services to clients across various industries, including Cisco Systems, Insight, and Aimbridge

INSIGHT

Mar 2005 – Jul 2005

Web Design Manager

- Managed a team of two web marketing designers and three user experience designers, providing guidance and fostering collaboration
- Designed and coordinated multi-channel marketing campaigns across digital, email, and social media platforms to boost engagement and revenue growth

INSIGHT

Feb 2004 – Mar 2005

Lead Web Designer

- Developed processes to manage workflow, ensure quality control, and maintain compliance with corporate branding guidelines and coding standards
- Provided mentorship and support to design team members, enhancing their technical skills and creative capabilities

INSIGHT

Mar 2003 – Feb 2004

Web Designer II

- Collaborated with internal and external stakeholders to define online marketing opportunities and advertising partnerships
- Participated in designing, and executing multi-channel marketing campaigns

UPARROW INC

Apr 2001 – Jan 2002

Web Developer

- Collaborated with a small web development team to design, build, and deliver a range of web applications, including learning management systems, content management systems, and e-commerce platforms, for both B2B and B2C clients