

JOHN DUFRESNE

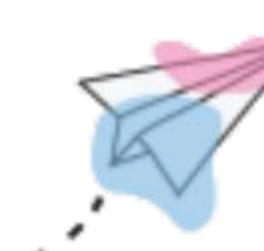
UX DESIGNER / UX RESEARCHER



www.johnnydufresne.com



linkedin.com/in/mrjohndufresne



WHO I AM

I am a skilled UX Designer and Entrepreneur specializing in creating seamless user experiences and driving innovative digital solutions. I have a strong background in UX research, project management, and administrative assistance. I have led significant projects, including app and website development, sales generation, and helped organize the world's largest VR/AR hackathon.



508-474-5119



john@rocketbeanstudio.com



Boston, MA

EDUCATION

Professional Certificates

UX Design, Product Management,
Project Management

2003 - 2005

Business Management

Quinsigamond Community College

WHAT I DO

UX Research Wireframing

Project Management JTBD

Usability Testing User Flow

Journey Mapping Podcasting

Rapid Prototyping Event Planning

Storyboarding AI/LLM

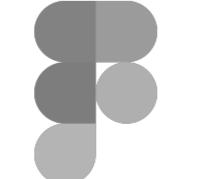
EIR

EXPERIENCE

- 2021 - 2025 Remote
 **UX Designer**
Agilitee
 - I led UXR initiatives for the fastest-growing consumer brand in North America, Dollar General, executing comprehensive research studies for web, mobile, and app.
 - Prototyping and Testing: Designed and built high-fidelity prototypes using Figma and Proto.io to facilitate usability testing. Conducted user testing sessions, collected data, and synthesized insights to inform design improvements.
 - Design and Documentation: Produced detailed production design work in Figma, Sketch, and Whimsical, maintaining up-to-date user flows and comprehensive documentation to support stakeholders.
 - Cross-Functional Collaboration: Collaborated with cross-functional teams, including product managers, developers, and marketing specialists, to ensure design solutions aligned with business goals and user needs.
- 2024 - Present Boston, MA
 **CEO**
RocketBean Studio
 - Founded and lead RocketBean Studio, shaping its vision, strategy, and product roadmap.
 - Designed and developed the company website to support brand, content, and community growth.
 - Produced events and content to build audience engagement, attract talent, and validate early-stage ventures.
- 2024 - Present Cambridge, MA
 **Community Manager**
Æthos.org
 - Lead community strategy and event programming to grow member engagement at Æthos, an innovation hub for AI startups.
 - Produce original content and workshops that spotlight founders, foster collaboration, and support responsible AI development.
- 2015 - Jan 2020 Boston, MA
 **Administrative Coordinator**
Jones Day
 - Managed client, staff, and vendor relations, overseeing shipping, inventory, and document creation.
 - Coordinated office logistics, including event setup, file management, and receptionist duties.
- 2016 - Jan 2018 Cambridge, MA
 **Lead Operations Organizer**
MIT Reality Hack
 - Organized the world's largest VR/AR hackathon with 500+ attendees from 12 countries.
 - Managed supplies, catering, and vendor coordination, leading a team to ensure smooth event operations.

SKILLS

 **Sketch**

 **Figma**

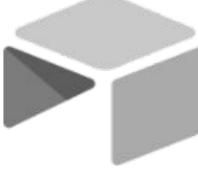
 **UserTesting**

 **Proto.io**

 **Notion**

 **Google Suite**

 **Webflow**

 **Airtable**

 **Miro**

 **Jira**

 **Photoshop**

 **SAP**

 **Adobe Target**

 **Monday**

 **MS Office**