Juan Pablo **Rahn**

Product Designer

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SUMMARY

Experienced Product Designer with 10+ years of experience solving problems and delivering creative and digital solutions to clients in the finance, food & beverage, travel, healthcare, sports betting, and other industries. My life as a global citizen has fueled my passion for understanding people, which helps me bring a diverse perspective to my design work. I am eager to bring my passion for problem-solving and simplifying digital products to a customer-centered organization.

WORK EXPERIENCE

CNBC / NBCUniversal
Senior Product Designer

New York, NY
July 2023 - Present

- Lead Designer for Direct to Consumer initiatives across iOS and Android devices.
- Led end-to-end design for CNBC+. A livestream subscription bringing financial news to consumers landing 10,000 subscriber on the first two months.
- Enhanced mobile application user experience by aligning features and design with web platform, driving product parity and improving overall customer satisfaction and engagement by 37%.
- Partner with stakeholders, including product managers, developers, and marketing teams, to define project goals, establish design requirements, and ensure alignment throughout the development process.
- Utilized wireframing, prototyping, and user flow techniques to create intuitive and visually appealing interface designs, ensuring a seamless and engaging user journey.

EY / Ernst & Young
Senior Product Designer

New York, NY
December 2021 - June 2023

- Worked with clients across multiple industries, including finance, food and beverage, healthcare, and pharmaceuticals, such as Chick Fil-A, Pfizer, and United Healthcare, to help them build responsive web and mobile applications.
- Worked on a variety of projects, ranging from internal research data dashboards, timesheet data apps, data visualization tools, and new design systems for clients.
- Coaching and mentoring junior designers to help them build skills and learn user experience design best practices.

Project Highlights

- Collaborated with Chick Fil-A to design a mobile navigation app for drivers, as well as desktop and tablet apps for dispatchers. This initiative reduced order processing time by 20%, improved driver satisfaction, resulting in a 25% decrease in missed deliveries, and led to a 15% improvement in order assignment accuracy.
- Developed a comprehensive UI design system, including style guides, component libraries, and design patterns, to maintain consistency and streamline design implementation.
- Translated user requirements and business goals into compelling UI designs, ensuring seamless navigation, intuitive interactions, and visually appealing layouts.

Goldman Sachs
Senior Product Designer

New York, NY
June 2020 - December 2021

- Led end-to-end design for a cutting-edge wealth management mobile app catering to high net worth individuals, ensuring a flawless user experience.
- Collaborated with a team of four designers to optimize designs through user research and feedback, data analysis, and industry best practices, consistently enhancing usability and customer satisfaction.
- Concepted, designed and implemented new features to improve overall user experience.
- Achieved impactful business results, with the PWM app boosting digital advisor/client engagement by 44%, reducing support calls by 19%, elevating the brand's NPS score, and saving countless advisor hours through self-serve and client collaboration tools.

Various Clients   New York, NY
UX Design Freelancer   *April 2019 - June 2020*

- Worked with a diverse range of clients ranging from startups, small businesses, and established companies, to deliver user-centered web and mobile-based design solutions for their digital products and services.
- Translate product goals, business requirements, marketing objectives, and user insights into purposeful, engaging, well-designed experiences.
- Conducted user research through interviews, surveys, and usability testing, gathering insights to inform design decisions and improve overall user experiences.

Project Highlights

- Spearheaded the design process for a PlateRate's mobile food ordering app, from opportunity and problem definition, to design explorations, usability study, and engineering handoff.
- Designed web and mobile interfaces, while scaling components and ensuring consistent UX.
- Developed wireframes, prototypes, and user flows to effectively communicate design concepts and drive iterative development.

Image Arts   Miami, FL
Designer, Creative Producer   *August 2013 - February 2019*

- Working closely with clients to understand their objectives, define project scope, and develop creative brief.
- Lead end-to-end creative projects and executing designs across multiple platforms, including websites, social media, marketing collateral, and environmental graphics, ensuring consistency and visual impact.
- Conceptualize and deliver compelling visual designs, brand identities, logos, typography, color schemes, style guides, motion graphics, and videos for a diverse range of clients, elevating their brand presence and engaging target audiences.

EDUCATION

General Assembly   New York, NY
User Experience Design Immersive   *2019*

Bournemouth Arts University   Bournemouth, UK
B.A. Digital Media Production | First Class Honours   *2013*

SKILLS

Design	UX Methodologies	Tools	Languages
Visual Design	User Research	Figma	English
Branding	Usability Testing	Sketch	Spanish
Interaction Design	Personas & Scenarios	Adobe XD	
Motion Graphics	User Flows & Journeys	InVision	
Prototyping	Wireframing	Illustrator	
Style Guides	Information Architecture	Adobe CC Video	
Design Systems	Heuristic Evaluation	Principle	
Responsive Design		MS Office / G Suite	
UI Design			
User-Centered Design			