

JUAN PABLO (JP) RAHN

Senior 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.

EXPERIENCE

07/2023 - Present

New York, NY

Senior Product Designer

NBCUniversal

- 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 subscribers in 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%
- Partnered 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

12/2021 - 06/2023

New York, NY

Senior Product Designer

EY

- 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 various 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 Highlight

- 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.

06/2020 - 12/2021

New York, NY

Senior Product Designer

Goldman Sachs

- 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

EXPERIENCE

04/2019 - 06/2020

New York, NY

- **UX Design Freelancer**

- Various Clients**

- 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 Highlight**

- 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 communicate design concepts and drive iterative development.

08/2013 - 02/2019

Miami, FL

- **Designer**

- Image Arts**

- 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

2019

New York, United States

- **User Experience Design**

- General Assembly**

2013

Bournemouth, UK

- **B.A. Digital Media Production**

- Bournemouth Arts University**

- Graduated with First Class Honours

SKILLS

Design

Visual Design, Branding, Interaction Design, Motion Graphics, Prototyping, Style Guides, Design Systems, Responsive Design, UI Design, User-Centered Design

UX Methodologies

User Research, Usability Testing, Personas & Scenarios, User Flows & Journeys, Wireframing, Information Architecture, Heuristic Evaluation

Tools

Figma, Sketch, Adobe XD, InVision, Illustrator, Adobe CC Video, Principle, MS Office, G Suite

LANGUAGES

English

Proficient

Spanish

Native