RANDY JOHNS

UX Researcher and Designer with 6+ years of experience learning from users and turning insights into better products. Skilled at running studies, analyzing data, and working with teams to guide product direction. I love solving complex problems and helping shape experiences that are useful, clear, and inclusive. Passionate about how research drives better design for the cloud and AI.

EXPERIENCE

TaxAct, Remote — *Product Designer*   Dec 2023 — July 2025

▸ Led research to understand why users dropped off in early tax prep steps and tested new flows to improve retention.

▸ Partnered with data, product, and engineering teams to turn findings into design updates that raised completion rates.

▸ Planned and ran usability tests, surveys, and quick interviews to validate design choices and track success.

Key Win: Increased conversion, impacting 20% for returning business users by **consolidating 40+ continuous screens into 3-5 summary screens.**

Giant Eagle, Remote — *UX Designer*   Mar 2021 — Feb 2023

▸ Conducted user interviews, A/B tests, and surveys to guide improvements for in-store and online experiences.

▸ Analyzed customer data and task flows to find key friction points across web and mobile.

▸ Worked closely with developers and PMs to align product design with user needs and business goals.

Key Win: Identified and fixed usability issues with e-commerce product tiles, **improving clarity and trust for 1M+ monthly users.**

KeyBank, Remote — *UX Designer*   June 2019 — Dec 2020

▸ Collaborated with authentication and payments teams to research user pain points and build testable prototypes.

▸ Synthesized customer service insights and analytics data to inform new design directions.

▸ Supported Agile sprints by sharing quick-turn user insights and validating concepts through iterative testing.

Randy Johns

Design.iLiveinOHIO.com

linkedin.com/in/iLiveinOHIO

✉ Randy@iLiveinOHIO.com

SKILLS

User Research
Usability Testing, A/B Testing, Surveys, Competitive Analysis, Card Sorts, UserZoom, UserTesting, Qualtrics

Design Tools
Figma, Miro, Adobe Suite, Illustrator, Lottie files, Confluence, Asana, Jira,, Dovetail, UserTesting, Information Architecture, Wireframing, Prototyping, Visual Design, UX Design, Design Systems, AI Tools (ChatGPT, Lovable, HeyMarvin, Vercel)

EDUCATION

Cleveland Institute of Art
Scholarship - UX Design,
May 2016

Cleveland State University
B.A. Visual Design,
May 2014

FUN FACTS

Once won a trip to Disney World by playing Monopoly.

At Jason Day's house, the day after he finished 5th at the Masters.