

RANDY JOHNS

UX Designer with 7+ years of experience leading research, designing intuitive interfaces, and turning complex user needs into clear, actionable design solutions. Skilled in prototyping, usability testing, workflow design, and collaborating with product owners, business analysts, and engineering teams. Strong at mapping user journeys, building wireframes, and producing documentation that guides development. Passionate about improving digital experiences through research-driven design and continuous iteration.

EXPERIENCE

Ameritas, Remote — *Product Designer* Jan 2026 — Current

- ▶ Partnering with leadership, business analysts, product owners, customer service, developers, and the UX team to diagnose root problems and ideate on possible solutions.
- ▶ Helping to audit and enhance the existing design system to ensure consistency and scalability across products.
- ▶ Performing research to obtain feedback and use that feedback to drive design solutions.

Key Win: Helped to identify critical internal pain points around information overload in story documentation and the exclusion of UX from early-stage planning. Which drives deeper investigation to uncover root causes and can change story requirements.

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

- ▶ Collaborated with product, engineering, analytics, and customer support partners to understand end-to-end customer journeys and uncover content and workflow gaps.
- ▶ Created UX deliverables across the entire design cycle, from early concepts and wireframes to high-fidelity prototypes and final specs within the TaxAct design system.
- ▶ Led usability testing, rapid research, and experiment design to validate concepts and support continuous improvement. Contributed to scalable design patterns and shared best practices across the UX team.


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

Randy Johns

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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, Claude, 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.

Giant Eagle, Remote — *UX Designer*

Mar 2021 — Feb 2023

- ▶ Conducted user interviews, surveys, and A/B tests to identify inconsistencies and friction points across e-commerce journeys.
- ▶ Partnered with product, development, and operations teams to craft clearer messaging, more intuitive hierarchy, and streamlined interactions for web and mobile.
- ▶ Created wireframes, prototypes, and content updates informed by research to improve comprehension and decision-making for both customers and internal users.

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

- ▶ Translated customer service insights, analytics, and regulatory requirements into simplified content structures, clearer decision flows, and intuitive authentication experiences.
- ▶ Built prototypes and flow documentation to help teams visualize complex dependencies and ensure accuracy across compliance-sensitive journeys.
- ▶ Collaborated with product, engineering, and risk teams to identify experience gaps and support consistent, user-centered design across enterprise banking products.