

John Fassold

Providing UX & product design expertise through data-driven creativity and business-centered design solutions.

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EDUCATION

Arizona State University

Aug 2016 - May 2020 | Phoenix, AZ

Bachelor of Science in Technical Communication (User Experience)

SKILLS

Tools

Figma	Adobe XD
Illustrator	UserTesting
Sketch	HTML & CSS

Research

Interviews	Data Visualization
Surveys	User Testing
Reports	Competitive Analysis

Design Knowledge

UI Design	Rapid Prototyping
Wireframing	Journey Mapping
Storyboarding	Information Architecture

Soft Skills

Adaptability	Presentations
Empathy	Communication
Teamwork	Navigating Ambiguity

HONORS

Top 5 Finalist | AIGA AZ's Best of 2022 Design Competition

Summa Cum Laude | Arizona State University

2017-2018 Director of the Year | Arizona Undergraduate Student Government

EXPERIENCE

UI/UX Designer | IncentivePilot

Jan 2022 - Feb 2023 | Phoenix, AZ

Redesigned platform interface, integrated processes, and user experience for over 8,000 daily active users by utilizing skills in Figma and CSS.

Designed 10+ consumer-facing website experiences and 20+ digital products for Fortune 500 organizations like Dell.

Collaborated with engineers, customer success managers, and executives to develop interface features and UX improvements within a fast-paced startup SaaS environment.

UI/UX Designer | User10

May 2020 - Jan 2022 | Phoenix, AZ

Bolstered the success of 5+ projects for leading companies such as Amazon, Dell, and Postscript by conducting UX research, creating design systems, crafting high-fidelity prototypes, and leading iterative design conversations.

Helped businesses meet their objectives by resolving user painpoints on webpages and applications through improvements to ease of use and accessibility.

Created the website experience, brand, and design system for Crystal Inventory to help double their client conversion rate since Q3 2021.

Redesigned the website experience, information architecture, brand of Louisiana Grills's website, resulting in a 250% increase in web traffic since Q1 2022.

Digital Marketing Aide | ASU Marketing Hub

May 2018 - May 2020 | Tempe, AZ

Redesigned the Arizona State University Alumni website by using Adobe XD to visualize UX design solutions linked to ASU's ongoing marketing and outreach campaigns.

Conducted user tests, heuristic evaluations, and card sorting exercises with stakeholders and users to translate data-informed design decisions to high-fidelity prototypes.