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PROJECTS

Springpad, Swirl, Arnold Worldwide, Continuum, Musician's Friend, Museum of Fine Arts, Isabella Stewart Gardner Museum, Boston Book Festival, Virgin Pulse, Carbonite, Tufts, Jack Daniel's, Aetna, Sears, Toyota, Liberty Mutual, Dunkin Donuts, GMAC, Dell, Microsoft

SOFT SKILLS

Skilled in identifying business challenges and defining creative platform-agnostic strategies for execution across multiple platforms. Effective communicator who organizes and motivates cross-functional teams through project delivery. Strong reputation for building with developers from the beginning stages of project to maximize the potential for creative solutions and viability.

HARD SKILLS

Wireframes, user flows, prototypes, user testing, visual design, brand identity, brand guidelines, illustration, ux and design specs

SPRINGPAD

Director of Design and User Experience 2013 – Present

Design and User Experience Contractor 2011 – 2013

Responsible for the overall design and user experience of the Springpad platform. Led wireframe and mockup driven exploration, IA, UX and design efforts.

Led the redesign of Springpad 3.0 with the goal of simplifying the overall user experience to cater towards a more mainstream audience. Focus was around pairing back advanced features, exploring macro IA to achieve goals, and cleaning up the overall interface. Produced wires, designs and participated in user interviews across Web, Android and iOS clients.

Interface with CEO and Chief Product Officer to understand macro needs and how the user experience can be adapted to solve the macro business objectives

Work closely with developers to understand the nuances of each platform to optimize creative solutions around the constraints of each client and ensure viability of proposed solutions

Adopted mobile first initiatives as a proven constraint to keep interfaces clean and simple

HIGHLIGHTS

Increased user base from less than a million users to over 5 million by creating a more streamlined product and elevating it's profile. The product has been featured multiple times on the Google Play Store, the Kindle store, and iOS App Store. Improved release impacts on users and interface based on targeted analysis of customer feedback.

THE 47TH Owner/Designer June 2008 –2013

Launched and managed a company producing a wide variety for work print and digital.

Responsible for all parts of the process including responding to RFPs, creating SOWs, identifying business issues, and building expert solutions for a wide range of high profile clients.

Strategically maintained a medium agnostic approach to problem solving. Final products ranged from branding packages, environmental design, marketing sites, kiosks, apps, and more.

Produced much of the work independently in addition to managing a large team of remote and on-site contractors

HIGHLIGHTS

Swirl: Helped to grow the UX and design of the swirl app and lay the foundation for new features including in-store mode using bluetooth 4.0 to give customers a unique in-store experience.

MFA Boston: Concept, design and management of development of an iPad app to be used in gallery attached to a case to give users more insight into an exhibit. The app needed to serve double duty and run in locked down case-specific mode in-gallery, but also live in the app store and display all content.

Jack Daniel's: Concept, UX and design for Jack Daniels marketing site featuring a responsive design. There was a 160% increase in mobile traffic after the site launch, 36% increase in repeat visits, and the site serves over 28k videos a month.

HILL HOLLIDAY Sr. Art Director May 2006 – June 2008

Built an in-house digital team

Took the interactive team from 3 people to 40 people in 2 years in 3 cities

Advocated for the importance of digital work and process both within the agency and with clients.

Resulted in the digital team going from converting billboards to banner, to creating user-centered brand experiences and products for all major clients

HIGHLIGHTS

The Responsibility Project for Liberty Mutual: An online destination for original short films, articles, and discussions around the idea of the idea of responsibility (the key brand pillar for Liberty Mutual)

Coach of the Year Award: An award given to college and high school football coaches who embody integrity on and off the field. We produced a site, email campaign, blog, and road show to promote the award and encourage daily voting.

IRRATIONAL GAMES Interface Designer May 2005 – May 2006

Sole designer in charge of user experience and visual design

Responsible for finding solutions to many complex interface requirements including managing weapons, personal upgrades, quests, and wayfinding.

Designed a weapon selection system based on the analog wheel for quick switching while in a battle. This system is fairly common now.

HIGHLIGHTS

Winner of several "Game of Show" awards at E3 2007, and "Game of the Year". BioShock has sold over 4 million copies.