John Lewis

Product Designer

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I'm a product designer and former software developer. I turn complex problems into clear, intuitive experiences, combining visual and interaction design with the ability to prototype in code and collaborate closely with engineers.

Core Skills

Product design	UX design, information architecture, user flows, interaction design, Figma prototyping
Product delivery	Requirements definition, workflow design, engineering and stakeholder collaboration
Creative technology	HTML, CSS, JavaScript, Chrome extensions, AI-assisted development, Adobe Creative Suite

Experience

Netsertive — 2016–Present

Senior Interactive Designer

- Designed the initial UX for Creative Intelligence Manager's Brand Identity Engine and Creative Lab, linking saved brand messaging and customer profiles to the concept brief so creative teams could reuse that information. Built clickable Figma prototypes across about 35 screens, with about 22 retained for engineering handoff and prospective-customer presentations.
- Independently designed, built, and released Brand Juicer, a Chrome extension that collects logos, images, colors, and fonts from websites into a reusable brand kit. Refined image extraction after teammate feedback. Used by Netsertive designers, with additional external installs.
- Designed how Ad QA Automation reviewers move from a run summary to individual findings, with severity levels that distinguish items needing review from issues that block delivery. Partnered with engineering and created about 60 test creatives to investigate missed defects and false flags. V1 is in team use.
- Designed and built Studio Suite, a Chrome extension that turns ticket deliverables into batch ad placements and groups preview links for QA. Integrated JACK's creative-link shortcuts into the same extension.
- Co-developed Spark's brand and campaign workflow, documented the process, and built the brand library. Two other senior designers use the workflow. Created about 13 brands under it.
- Provide senior design direction and quality oversight for client-facing digital campaigns, reviewing hierarchy, interaction, brand alignment, accessibility, animation, and production readiness.

Design Team Manager — 2018–2020

- Led three designers through prioritization, creative direction, mentoring, and performance reviews.

IntelliDyne — 2009–2011

Senior Software Engineer

- Built web portals and education scheduling tools for U.S. Department of Defense and Treasury programs.

United States Air Force — 2003–2009

Software Developer

- Developed software and web applications for military operations and training.

Recognition & Education

Innovation Impact Award Netsertive, 2026

BFA, Graphic Design The Art Institute of San Antonio, 2015

AS, Computer Science Community College of the Air Force, 2009