

Johanna Weintraub

Product designer with 10 years experience, focusing on platform thinking

EXPERIENCE

Lattice

Staff Product Designer, Platform (L4) | Mar 2022 – Present

Currently designing Lattice's data analytics platform across a suite of Talent and HRIS products, collaborating with product, engineering, and data science to define product strategy and roadmap. Designed a new global navigation system to support an expanding product offering. Revamped roles and permissions to simplify a complex experience. Ran design critiques and founded 'visual design study club' to elevate team craft.

Twilio

Staff Product Designer (L4) | Apr 2019 – Jan 2022

Led design strategy for Developer Console team, redesigning information architecture and global navigation for Twilio's 65K MAUs, resulting in +8% CSAT, and Jamstack's project of the year award. Facilitated quarterly planning. Contributor and committee member on design system.

Senior Product Designer (L3) | Feb 2018 – Apr 2019

Helped scale the UX organization and establish hiring practices, interviewing 100+ designers and researchers during a period of rapid company growth. Worked across multiple business units on end-to-end design projects such as IoT SIM card order and configuration flows. Collaborated with 3 colleagues on a navigation research project which led to the funding of a new console platform team.

Product Designer 2 | Dec 2016 – Feb 2018

Led multiple end-to-end research and design projects including call center analytics, which won Twilio's "Superb Owl" award.

Product Designer 1 | Aug 2015 – Dec 2016

Was the second product designer to join Twilio where I established usability testing operations. Led numerous design projects including Twilio's API Explorer redesign, Elastic SIP Trunking and Programmable Video configuration.

Clementine (Acquired by Dropbox)

Lead Designer (contract) | Nov 2014 – Jun 2015

Led design and research for enterprise communication and collaboration platform, including iOS, web, marketing emails, and landing pages. Managed a junior designer.

Rainbeau

Senior Designer | 2006 – 2014

Fashion designer, yoga and dancewear.

KEY SKILLS

UX Design
UI Design
Information Architecture
Systems Thinking
Accessibility
Wireframing
Prototyping
Facilitation
Cross-team alignment
Project Management
Usability Testing
User Interviews
Card Sorting
A/B Testing
Jobs-to-be-Done
Personas
HTML/CSS

EDUCATION

Tradecraft

UX Design Bootcamp

Eckerd College

B.A. Environmental Studies

CONTACT

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