

Johanna Weintraub

Product Designer | 10+ Years Experience | Platform & Systems Thinking

EXPERIENCE

Lattice

Staff Product Designer (L4) | Mar 2022 - Present

Currently designing Lattice's data analytics platform for a suite of HR products, collaborating with product, engineering, and data science to define product strategy and roadmaps. Designed a new global navigation system to support expanding product offering. Revamped roles and permissions to simplify a complex experience. Ran design critiques and created 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 an 8% CSAT score increase and winning 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 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 three 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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Based in Fort Bragg, CA