

DESIGN EXPERIENCE



Sierra G Johnson

UX Designer I, USAA

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"I tackle complex challenges and limitations to establish creative solutions all the while promoting cross-department empathy and building relationships through authenticity and candor."

EDUCATION

Graphic Information Technology

Arizona State University, 2017

SAFe® Agile Certified

USAA, 2018

Nielsen Norman Group
(NN/g) UX Certification
2021

SKILLS

Design & Prototyping Tools:

Sketch, Illustrator, Adobe XD, InVision, After Effects, InDesign

Human-Centered Design:

Facilitation, Design Research, UX Testing, Storytelling

Project Management:

Asana, Rally, Jira, SAFe®, Scrum, Agile Methodologies

Front-End Development:

HTML, SASS, CSS, JavaScript, PHP, Salesforce Development

Leadership:

Mentoring, onboarding, skills allocation, partner collaboration

USAA

UX Designer III-I, January 2018 - Present

Design Intern, May 2017 - August 2017

IT Intern, May 2016 - August 2016

- Led holistic human-centered design research efforts with stakeholders to manage modernization for various lines of business, projected result of all efforts would increase the ability for 2,500,000 potential users to self-serve by 14% and reduce representative engagement by approximately 43%.
- Established strategic direction and supervised the modernization of a Medicare supplement, and college savings investment (529) applications, improving user retention by an average of 12%.
- Mentored and onboarded multiple design team members, giving them insight to our company's and industry's best practices as well as guiding them in their careers.
- Created an investing account servicing experience and a patented digital form that allowed users to select a security before a transaction type, reducing the time to submit by an average of 29%.
- Organized a design research effort to identify crucial opportunities for the seven types of Health products USAA offers, that impacts approximately 480,000 users.
- Eliminated 36% of Design and IT re-work and injects by building and iterating on templates and working models for partner collaboration and project maintenance.
- Managed design support for Health line-of-business design over a four month department reorganization, documented the intake and progress of work to assist design team and leadership in their orientation to the area.
- Directed four communities and events with the purpose to increase cross-department learning, empathy and integration; improving attendance by 32%, increasing development-lead courses for designers by 24% and design-lead courses by 13%; reaching roughly 3,400 employees.

Print & Imaging Lab

Premedia & Production Specialist, December 2014 - December 2017

- Maintained customer relations, managed customer media, designed and prepped documents for print.
- Established an organization system to ensure consistent product delivery, increasing customer satisfaction and productivity by 8% for approximately 790 customers.

Creative Agency / Device & Usability Learning Lab

Creative Designer & Developer, May 2017 - December 2017

- Created websites, interactive digital media, print media, advertisements and marketing plans for 12 local small businesses and nonprofit organizations.
- Maintained a lab of various mobile, tablet and desktop devices to assist students and professors alike in responsive testing their web experiences.

COMMUNITIES & RECOGNITION

- Front-End Development Community, 2018 - 2021
- STEM KIDternship Event, 2017 - 2018
 - Outstanding Core Team Member, 2018
- Internal Education Conference, 2020 - 2022
- Intern Mentorship Program, 2018 - 2019
- Adobe Creative Jam Best Motion Design, 2016