

JONATHAN PETER SERRANO

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PRODUCT DESIGN x VISUAL

I strategically design solutions that harmonize user needs, business requirements, and technical constraints. I approach product design solutions that are informed by my background in graphic design, branding, and advertising — with an innate desire to apply a detailed layer of craft, narrative, and consideration.

EDUCATION

School of Visual Arts

2006 - 2010
New York, N.Y.
B.F.A. in Graphic Design

CONTINUED EDUCATION

General Assembly

2021
UX Design

SOFTWARE

Figma
Sketch
Photoshop
Illustrator
InDesign
MidJourney
Chat GPT
Confluence
JIRA

DISCIPLINES

Responsive Design
UI Design
UX Design
Wireframing
Rapid Prototyping
Wire Flows
Task Flows
User Flow
Concept Development
User-Centered Design
Illustration
HTML/CSS
Photo Retouching
Storyboarding

EXPERIENCE

Mondo - Eversource

Senior Designer | 2020 - present

Designed mobile-first responsive interfaces for key data-driven initiatives in an agile environment. Leveraged analytics and research to design user-centered solutions for the Eversource homepage, multi-factor verification, and email preference management. Grew the design system through improvements and new reusable Figma components. Distilled unmoderated user research sessions into actionable insights for prioritization.

Rokkan / Publicis

Product Designer / Art Director | 2019 - 2020

Product design and art direction for digital marketing experiences for Cadillac. Partnered with 3D vendor to refine and execute the digital brochure experience for the launch of the newly redesigned Cadillac Escalade.

Learnvest / Northwestern Mutual

Freelance Senior Designer / Art Director | 2016 - 2019

Designed responsive consumer-facing experiences within an agile environment for the Investments and Insurance portfolios. Contributed to MVP digital experience for disability claims management. Lead the art direction of an awards submission video that contained complex motion graphics and animation. Iterated on the next generation of the design system.

Chime / Sittercity

Freelance Senior Designer | 2016

Designed responsive consumer-facing experiences for lead-generation, conversion, and outreach. Designed an array of illustrative avatars to inform an evolving visual language and encourage diversity and inclusion.

LiveAuctioneers

Senior Designer | 2015 - 2016

Iteratively design, enhance, and implement an evolving design system in an agile environment. Designed a product vision for a new customer-facing bidding experience.

Manicube

Senior Designer | 2015

Redesign of the consumer-facing website and MVP of internal digital platforms (appointment booking) in a highly iterative start-up environment. Collaborated directly on co-art directing photoshoots for digital campaigns.

Kbs+

Visual Designer / Art Director | 2010 - 2014

Design and art direction for integrated marketing campaigns and digital products. Redesign efforts included: BMWUSA, Beautyrest landing pages, Homegoods iOS app. Art directed the creative vision and design direction for digital video content in collaboration with creative leads and editing houses.

Sesame Street Productions

Freelance Graphic Designer | 2008-2009

Designed physical on-set 3D props, printed posters, packaging, and illustrations used throughout seasons 39 and 40 of Sesame Street.