

John Williard

PRODUCT DESIGNER

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John Williard is a Product Designer based in San Francisco. He's led the design of consumer-facing mobile apps and their customer-facing web dashboards focused on improving environmental and well-being behavior. His work has been trusted by global brands and featured on the App Store and Google Play. With a startup background, John embraces taking on many roles. He believes that design processes can make all aspects of a company better, and that designers are stronger with an understanding and appreciation for other roles.

Experience

JOULEBUG & SHINE
2014-PRESENT

PRODUCT DESIGNER, HEAD OF PRODUCT

- Responsible for the end-to-end design of the JouleBug platform, powering dozens of consumer-facing sustainability and well-being activity apps and their customer-facing admin dashboards.
- Designed the User Experience for JouleBug, through various stages of product: from MVP, through a major redesign, to maturity.
- Created customizable branding trusted by global brands, including IKEA, growing from a single store to worldwide usage.
- Managed product roadmap to help cities, universities, and businesses engage their members to change their behavior and grow closer to their organizations. Worked closely with Leadership, Sales, and Development teams to strategize.
- Created and delivered product specs, wireframes, mockups, and prototypes to Development teams. Used Agile development process through regular iterative release cycles, quickly adapting to new circumstances.
- Led team responsible for creation of educational and motivational content for sustainability behavior change, used by thousands of users and respected world-wide brands like IKEA and Siemens.
- Created and maintained multiple iterations of marketing sites targeting both consumers and customers.

JOULEBUG
2011-2014

UX DESIGNER

- Created UI mockups and production assets for the early versions of the JouleBug iOS app. Worked with founders to establish the desired aesthetic of the app.
- Created the original branding for JouleBug, including the logo, tagline, and the design of the JouleBug mascot. Created digital and physical marketing assets for use on the web and at events.
- Created and maintained educational content for sustainability behavior change with team of content experts, designers, developers, and copywriters.
- Led production of live-action, aspirational explainer video that helped establish company and product direction.
- Represented JouleBug at events including SXSW.

FREELANCE
2009-2011

GRAPHIC DESIGNER

- Developed brand identity and supporting marketing assets for JouleBug.
- Created initial explanatory video for JouleBug.
- Designed large scale architectural renderings for potential building expansions and investors.

Education

NC STATE UNIVERSITY
2010

BACHELOR OF ARCHITECTURE

NC STATE UNIVERSITY
2009

BACHELOR OF ENVIRONMENTAL DESIGN IN ARCHITECTURE

Awards

- Featured by Apple on App Store (4x)
- Editor's Choice on Google Play
- Cherokee-McDonough Challenge | 2012
- Eagle Scout Award | 2003

Skills

- Adobe CC, Xcode, Android Studio, Origami Studio
- HTML, CSS, Swift, XML, Angular, C, PHP