

john davis

Product Designer

PROFILE

As a versatile product designer with over 20 years of experience, I have had the privilege of working with a diverse range of clients, from small startups to global companies such as 20th Century Studios, Coca-Cola, Home Depot, NBC Sports, Plex, Puma, UPS, Verizon, and many more. Throughout my career, I have gained the ability to comfortably handle all stages of the design process, from strategy to pixel-perfect execution, and have done so as a complete team player. My mission is to create innovative experiences that are useful and very well-crafted, with the goal of adding value to the business and, ultimately, making people's lives better.

WORK EXPERIENCE

Plex, Inc.

Senior Product Designer | Jul 2019 - Feb 2025

- Led the design efforts for Plex's Discover team, which improved user experiences by making it easier for users to find content to watch. Showing results like:
 - 24,352,529+ users have view content in the Discover section since launch
 - Users have added 174,953,769+ items to their Watchlist since launch
 - 30% of Plex's total playback minutes came from content found in Discover section
- Designed the visual experience for Plex's first video-on-demand product, watch.plex.tv, which boosted user engagement and overall satisfaction with the service.
- Mentored fellow designers as a senior UX team member, helping them develop their skills and fostering a collaborative environment that encouraged creativity and innovation.
- Acted as interim team manager when needed, ensuring project continuity and providing team support during transitions, which helped maintain morale and productivity.
- Contributed to the unified design system, which ensured visual and functional consistency across platforms, thereby enhancing user familiarity and easing navigation.
- Designed features that created a cohesive experience across TV, mobile, responsive web, and other supported devices, which streamlined usage for customers & improved accessibility.
- Played an active role on Plex's Giving team, helping the company give back locally and globally, reinforcing Plex's commitment to social responsibility and community engagement by donating at least 1% of annual revenue

SportsEngine - NBC Sports

Senior Product Designer | May 2017 - Jun 2019

- Led the UX efforts for the League/Tournament product team, advocating for the needs of over 16 million users which ensured that our designs effectively met user expectations and business objectives.
- Developed comprehensive customer journeys, storyboards, and user flows which helped clarify user interactions and improve overall experience for over 1.2 million teams.
- Created detailed wireframes, interactive prototypes, and polished UI mockups, enhancing the visual and functional quality of our products.
- Presented design concepts to stakeholders and executives, which facilitated alignment and buy-in for design direction and priorities.
- Collaborated closely with engineers during implementation, ensuring that our designs were executed to a high standard and provided a seamless user experience.
- Iterated designs based on testing and user feedback, which helped us refine our products and enhance user satisfaction.
- Drove the adoption of Fullstory for analyzing user behavior, providing valuable insights that informed future design decisions.
- Contributed to the growth and refinement of the SportsEngine component library and design system, streamlining our design process and ensuring consistency across products.

Full work history on LinkedIn: <https://www.linkedin.com/in/iamjohndavis/>

CONTACT

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TECHNICAL SKILLS

- User-centered design thinking
- Visual design
- Interaction design
- UX design
- Design software proficiency
- Complex UI interface design
- Design systems
- Wireframing / Prototyping
- SaaS
- Mobile / TV design
- Responsive design
- Branding
- Marketing / Advertising
- Information architecture
- Dashboard design
- Data visualization
- User research / User testing
- Generative AI

PROFESSIONAL SKILLS

- Communication
- Critical Thinking
- Problem Solving
- Collaboration
- Attention to detail
- User focused
- Receptive to feedback
- Versatility
- Time management
- Remote / virtual work
- Always learning / Trends
- Product ownership
- MVP mindset
- Leadership / Mentoring
- Adaptability

TOOLS

- Figma
- Sketch
- Adobe Creative Suite
- Protocie
- Slack
- Fullstory
- Linear / Jira
- Midjourney / ChatGPT

EDUCATION

Portfolio Center

Graduate Degree
Jan 1999 - 2001

Berry College

Bachelor's Degree
Sep 1992 - Dec 1997