

**John Biebel** – j@johnbiebel.com – 617 417 9877

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Product Design Manager with over ten years of dedication creating engaging, meaningful learning and functioning environments for software users and digital tool consumers.

## Career

**Imprivata (Waltham, MA):** Product Design Manager: 01/04/2021 - current

- Team manager for four designers who work with identity governance for health care access applications
- Actively interact with engineering, product management, and visual design to negotiate feasibility of product designs
- Currently creating a SAAS / cloud-based version of our primary user identity product
- Work includes user research, user flow creation, prototyping, and consultation on wireframes and final designs
- Mentoring new employees (my team and the larger Product Design team) to increase product knowledge, advocate for best UX/PD practices, and encourage great facilitation and communication with our group's mission

**Pearson Education:** User Experience Manager, Learning Applications (Boston, MA): 11/06/13 - 12/31/2020 (this role involved two promotions, from Senior UX Designer to Design Supervisor, promoted then to UX Manager in 2017)

- Lead a team of four designers working on nine software applications
- Each application in the portfolio is a learning tool that enhances and expands curriculum and courseware learning potential and offers unique knowledge acquisition via skill-improvement
- Oversee the creation of our component library and design language for consistent experiences
- Collaborate actively with partners in development, research, project management, and learning science
- Create presentations on design theory for feature planning, facilitate workshops for user journeys, critique and assist with design output with team toward sprint goals
- Work with other group managers to steer larger company initiatives, such as platform design, roadmap planning, and global education initiatives

**Intralinks** (Charlestown, MA): User Experience Designer: 10/15/12 - 09/30/13

- Cloud data storage company

**Aspen Tech** (Burlington, MA): Senior Product Designer: 04/24/11 – 09/30/12

- Energy plant simulation software design company

**Red Hat, Inc** (Westford, MA): User Experience Designer, Engineering: 07/20/10 – 04/06/11

- Open source software / Enterprise

**Monster.com** (Cambridge MA): Interaction Designer / Information Architect: 06/10/08 – 07/15/10

- Web-based employment tool for employers and job seekers

## Education

**The Cooper Union** (College of Art) New York, NY, full scholarship

Bachelor of Fine Arts Degree (BFA) with distinction in Painting and Photography

## Skills / Expertise

**UX / PD Skills:** Group facilitation for journey mapping, product development workshops, card sorting; creating low- and high-fidelity wireframes, prototypes; consulting for research on persona creation, user interviews, focus groups; testing final designs

**Management:** Recruitment for job roles, setting and monitoring employee goals, overseeing professional development, liaising between teams for greatest collaboration, encouraging growth within our projects and workplace, and personal career goal development

**Community Engagement:**

- Founding member of Subforum, a Cambridge-based group of design thinkers engaged in active dialog on important design questions that confront makers and solution-seekers. We have facilitated meet-ups and hands-on activities that encourage people to imagine solutions. Our sessions have been sponsored by Google, Tamr, Cambridge Innovation Center, and the DeCordova Museum
- Presenter at UXPA / Boston

**Software (current and recently used):** Figma, Adobe Creative Cloud, Sketch, Figma, Zeplin, InVision, Lucidchart, Miro, Optimal Workshop (for remote testing), Jira / Confluence

**References** Available upon request