

John Lerma

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EXPERIENCE

Standard Biotoools - Fluidigm

South San Francisco, CA

Senior Production Designer

2018 - 2025

Developed global marketing collateral for over 50 trade shows, online and print advertisements, zap stands, email campaigns, and landing pages.

Art directed UX/UI for the Biomark X PCR instrument and product launch video, winning Good Design award and ISBER's Outstanding New Product award.

Designed visuals, key art, and illustrations (2D and 3D) .

Led branding refresh initiatives, UX/UI improvements, and packaging design.

Produced product photography, using traditional techniques and 3D assets.

Established new design systems and art libraries, streamlining team workflows and efficiency.

Apple

Cupertino, CA

Production Designer

2017

Created social media advertisements for Apple Music & iBooks.

Designed presentation materials for internal usage.

Created design templates for internal and external teams.

Freelance

San Francisco, CA

Visual UX Designer

2014-2016

Designed wireframes, prototypes, and assets for mobile apps and websites, owning both visual design and UX/UI.

Zynga

San Francisco, CA

Art Producer / Senior Experience Designer

2009-2013

Defined design requirements for game features to meet both user experience and business goals for video game with 7 million daily users.

Produced wireframes, high-fidelity mocks, and interactive prototypes with UX/UI, animation, and sound.

Managed localization efforts and designed localized art assets in 13 languages.

Redesigned art pipeline for better production flow. Managed scope, schedules, risks, and resources for a design team of 12 artists.

EDUCATION

School of the Art Institute of Chicago

Chicago, IL

Bachelors of Fine Arts

Focus: Art & Technology and Visual Communication

Certificates

Udacity Front End Web Developer Nanodegree, DesignerUp Product Design

SKILLS

Figma, Adobe Photoshop, Illustrator, Indesign, After Effects, Substance Painter, Blender, Jitter

Visual Design, Interaction Design, Design Systems, Art Direction, Storyboarding, 3D Design, Typography, Prepress, Illustration, Web Design, Front End Web Development, Package Design, Video Editing, Animation