John Lutoslawski | Senior Product Designer

🌐 johnlut.com   in /in/johnlut   ✉ john.lutosl@gmail.com   📞 (647) 261-3224   📍 Toronto, Canada

PROFESSIONAL SUMMARY

Product designer with 5+ years of experience designing products across VR, finance, and logistics. Blending an eye for aesthetics with technical expertise to drive measurable outcomes.

EXPERIENCE

Product Designer & Founder | Holopage
Toronto, Canada | May 2023 - Present

- Designed & developed a no-code platform for building and deploying VR websites using React and WebXR.
- Scaled to over 100 users in 6 months through organic social media marketing and live demos.
- Conducted user interviews to refine experience and identify bugs.

Sr. Product Designer | DealMaker
Toronto, Canada | November 2021 - May 2023

- Led the redesign of investment checkout experience responsible for processing over $2B. Resulted in 60% increased conversion rate and 15% increased average order value.
- Led the redesign of administrator dashboard and investor relation portal. Resulted in reduced onboarding time, reduced support tickets, and helped secure the company's first enterprise level clients.
- Established design processes, design system, and mentored junior design team members.

Product Designer | FulfillmentIQ
Toronto, Canada | January 2021 - November 2021

- Led the design of Warehouse Anywhere's WMS (Warehouse Management System), used at over 1500 warehouses. This included a web application for admins and mobile app for staff. Resulted in reducing average order processing time by over 50%, and securing new clients requiring specific features.
- Lead the design of ShipBob's B2B enablement experiences. Resulted in an almost 90% reduction in B2B processing error rate, and reduced churn of highest value clients requiring B2B services as they scaled.
- Hired and mentored second product designer and first graphic designer.

Web Designer | Freelance
Toronto, Canada | May 2020 - December 2020

- Created websites and other digital assets for small businesses using platforms like Shopify, WordPress, Webflow, Wix, and Adobe Creative Suite.
- Created viral short form content for TikTok, Instagram, and Youtube generating over eight million views, twenty thousand followers, and thirty thousand page views.

Software Developer | The Fitting Room
Toronto, Canada | January 2020 - May 2020

- Developed Python scripts for extracting measurements from 3D human body scans.
- Created development roadmap for MVP and managed team of 2 junior developers.
- Designed technical demo experience for sales and investor presentations.

SKILLS

Design Methods

UX Research, Wireframing, Prototyping, Motion Design, Design Systems, Design Presentation, Workshop Facilitation, Design Sprint Facilitation

Tools & Software

Figma, Sketch, Axure RP, Lucidchart, User Interviews, Hotjar, Monday, Jira, Azure DevOps, Notion, HubSpot

Programming

JavaScript, Python, HTML, CSS, SQL, Git, HuggingFace, Linux, Docker

EDUCATION

User Experience Designer | BrainStation
Toronto, Canada | September 2019 - December 2019

Bachelor of Science Candidate | University of Toronto
Toronto, Canada | September 2014 - May 2016