

John Lehrian

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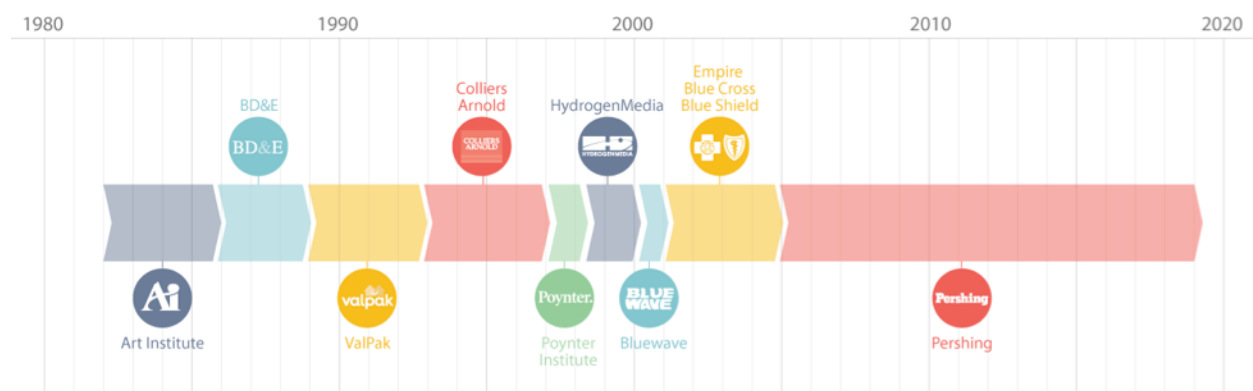
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PROFILE:

I'm a visual and user experience designer and fierce client advocate who enjoys leading teams build world-class products and deliver experiences that delight users. At BNY Mellon's Pershing, I was responsible for designing retail-facing digital products people want to use. I'm proud to provide a technology platform that benefits 3.8 million investors across more than 980 diverse IBDs and RIAs. We leverage quantitative and qualitative data to illuminate a path for our clients, clearly connecting Pershing's long-term vision with near-term objectives. In the time I've spent at Pershing, my experience has reinforced what I have always known: great design, development, strategy and management are not only essential to delivering premier digital experience; they are vital functions to success. I am skilled in all stages of web and application design including journey mapping, process and business flow diagramming, information architecture, visual design, usability testing and front-end and CSS development.

EMPLOYMENT HISTORY:



Vice-President – User Experience Designer

8-2005 to 1-2019

Pershing, Jersey City, NJ www.pershing.com

- Designed <https://www.netxinvestor.com>, responsible for the information architecture, visual design and upkeep of over a hundred and thirty fully branded instances of the platform ranging from regional banks and advisors to large worldwide financial institutions. This platform is adaptive to any device and has ADA compliance certification allowing investors with disabilities to browse with assistance tools like screen readers.
 - Using persona based research; I redesigned the NetXInvestor trading process including equities, mutual funds, options and 529 plan trading and even after-hours trading.
 - I designed the platform's digital advice feature, which allows IBDs and RIAs to bring on new clients at a lower cost, in an agile method using journey maps, user experience screen flows and user testing to ensure success.
 - I designed the asset movement features of the NetXInvestor platform including ACH, check disbursements, Zelle transfers and account transfers, by designing user experience flows, performing user validation studies and ensuring the requirements were accurate before hand-off to the development team.
 - I integrated Albridge wealth reporting and performance into the NetXInvestor platform by working closely with technology and business teams to work through the intricacies of displaying performance data.
- I work very closely with business analysts and product development to establish use cases, creating wireframes and pixel perfect Photoshop renderings of the application and after a process of user and management validation, developed the front-end code.
- Lead a group of designers and front-end developers in redesigned the professional platform creating <https://www2.netx360.com/> Pershing's revolutionary platform for investment professionals and RIAs providing tools to manage their clients' accounts, deliver first-rate service and develop new sales and revenue opportunities. This platform is available as an installable .NET Windows application and as a web application
- The redesign of the professional platform consisted of use case diagrams and process flow diagrams in Rational Modeler and worked with technical subject matter experts to derive class diagrams, user experience diagrams and wireframes, visual designs and validation of those artifacts with both users and senior management. Upon successful validation I created style guides and delivered all visual assets via Visual InterDev and Visual Studio.

- Pershing's revolutionary platform NetX360, is also available to download in native iOS and Android OS where I lead the design, validation and delivery of all visual designed screens and artifacts.
- Designed and created countless demos over the years highlighting the improvements and the advantages of the Pershing platforms and supported conventions by providing demos the played throughout the convention floor.
- Helped established an enterprise-wide streaming video solution utilizing Flash streaming video and have later utilized this same infrastructure to stream HTML5 video both internally, and externally via www.pershing.com. Created a videographer studio consisting of lighting, backdrops, teleprompter, multi-camera digital editor, and shot and edited countless videos for company wide distribution.
- Assumed leadership role in projects and recommend best practices and lead project teams on all UX activities.
- Responsible for motivating, developing, and directing my team as they tackle new challenges, identifying the best associate for the job and help them reach their potential through coaching and continuous on-the-job training.
- Establishing, documenting and communicating the ever-evolving user experience project process.
- Communicating effectively with others in writing as indicated by the needs of the audience

Creative Director/Information Architect

2-2005 to 7-2005

Verified Person, New York, NY www.verifiedperson.com

- Developed and implemented corporate identity including stationary, web sites and trade show booths.
- Overhauled the design and information architecture of www.verifiedperson.com, www.vpassure.com.
- Design and information architecture of the VPassure product focusing the solution to be a scalable with the ability to plug in new features and data sources and improving usability.
- Created integration documents including process flow and wire frames in Microsoft Visio and Adobe Photoshop to insure correct integration between the clients' site and the *VPid* product.
- Created keynote speaker presentations using Flash for trade show events.
- Developed and designed unique sales presentations to showcase how easily *VPid* could be integrated.

Web Creative Director

3-2001 to 11-2004

Empire Blue Cross Blue Shield, New York, NY www.empireblue.com

- Designed and executed the production and build process for all web projects, insuring the highest quality in a timely manner
- Developed and implemented budget forecasting for the creative group, which included copy, proofreading, print designers and interactive resources
- Overhauled the design and information architecture of www.empireblue.com which brought the site from being merely a gateway to portals to a branded acquisition-focused, user-centric, information source which has won many [awards](#)
- Successfully coded www.empireblue.com, www.wellchoicenj.com, and www.wellchoice.com using Rational ClearCase for version control
- Effectively created and measured online promotions to achieve registration and portal usage goals
- Created the design and conducted usability studies for Empire's five portal applications which included the creation of wire frames, mock ups and html prototypes and also conducted user-centric focus groups. Empire's portal applications allow:
 - brokers to prepare quotes, create proposals and enroll and renew group accounts
 - employers to add, change or cancel coverage, and view billing summaries
 - members to find a doctor, check claim payments, and print temporary id cards
 - physicians and hospitals to submit claims and quickly check eligibilitySuccessfully brought these services online, reduced operational costs and drastically improved customer service
- Designed and programmed interactive provider directory CDs dramatically reducing the production and mailing costs compared to the printed version
- Created and coded an animated demo CD of the 5 portals to support the sales and brokerage community in better understanding its online features and ease of use
- Designed a hospital rating portal, which helped members make an educated hospital choice
- Created and designed an intranet newsletter, served automatically to all employee's desktops
- Designed an Empire branded screensaver using skills in 3D illustration, animation, and video editing which communicated the corporate goals to all employees
- Implemented a disaster recovery program enabling client and employee communication following the 911 national disaster

Art Director/Information Architect

11-2000 to 3-2001

Bluewave Inc., New York, NY www.bluewave.com

- Interviewed clients, conducted needs analysis and used strong interpersonal skills, devised creative briefs and functional specs which resulted in strong client relationships
- Participated in the design and production of clients' websites for companies such as:
 - Exxon (and their subsidiaries) www.exxon.com
 - Hellmann's/Best Foods www.mayo.com
 - Microban www.microban.com
- Managed the creative process and set design standards for the company, including documenting the work flow
- Mentored and trained the interactive designers and sales force by conducting weekly knowledge sharing discussions where we critiqued an assortment of examples from targeted vertical markets
- Worked closely with programmers, content and database designers to integrate the clients' requirements while adhering to the strict brand guidelines

Senior Art Director/Information Architect

7-1998 to 10-2000

Hydrogen Media, St. Petersburg, FL www.hydrogenmedia.com/_index.cfm

- Successfully managed 10-20 concurrent projects
- Held weekly status meetings with project managers, programmers, and designers
- Delivered projects on time and achieved client satisfaction by staying within budget
- Achieved favorable employee utilization rates for 40 resources
- Conducted employee reviews and interviewed applicants
- Documented client interviewing and needs analysis procedures
- Worked with Project Managers, Programmers and Designers to establish project plans
- Established graphic libraries, including possible images, mood boards and layouts
- Created concepts, storyboards, designs and in some cases, corporate identity
- Designed graphics and developed HTML which was integrated into asp, jsp, and cfm applications
- Critiqued layouts, focusing on design, information architecture and flow to meet the clients' needs
- Developed and implemented HTML standards

Sites designed while at Hydrogen Media:

www.hydrogenmedia.com/_index.cfm

www.moorings.com <- Won **Forbes Best of the Web pick**

www.lazzarayachts.com

www.aon.com

www.dreyfus.com

www.colliers.com

www.colliersarnold.com

www.ftd.com

www.aaasouth.com

www.cigarfamily.com

www.goldanddiamond.com

www.MyEMatch.com

www.kingengineering.com

www.netwolves.com <- Won a **Gold ADDY award**

www.dupontregistry.com

www.joenemechek.com

www.onlinece.net

www.floridasbeach.com

www.stjoeland.com

www.attorneys.com

www.nfaa.org

www.z-tel.com

www.miracledata.com

www.orange-crush.com

www.mrnradio.com

www.iscmotorsports.com

www.daytonausa.com

www.californiaspeedway.com

www.darlingtonraceway.com

www.daytonainternationalspeedway.com

www.homesteadmiamispeedway.com

www.kansasspeedway.com

www.mispeedway.com

www.nazarethspeedway.com

www.northcarolinaspeedway.com

www.phoenixinttraceway.com

www.richmondtracewaycomplex.com

www.talladegasuperspeedway.com

Consultant/Webmaster/Graphic Artist 1-1998 to 6-1998

OpenNetwork Technologies, Clearwater, FL www.opennetwork.com

- Created branding guidelines including logo, stationary, marketing materials, and website
- Consultant for www.brainbuzz.com, and HealthPlan Services www.healthplan.com
(HealthPlan Services connects a mainframe to the web via COBOL and Pearl scripting)

Consultant/Computer Artist 11-1997 to 6-1998

Thunderbird Editions Inc. Clearwater, FL <http://www.thunderbirdeditions.com>

- Created and designed the Thunderbird Editions Inc. website, stationary, and marketing material
- Worked with artists to create fine art for a March '98 gallery opening

Consultant/Publications Artist 4-1997 to 10-1997

The Poynter Institute, St. Petersburg, FL www.poynter.org

- Architected and designed the newly designed web site
- Created bulletin board classroom site
- Designed the 1998 class catalog

Communications Director 2-1993 to 4-1997

Colliers Arnold, Clearwater, FL www.colliersarnold.com

- Implemented the design and production of all advertising and promotional projects
- Projects include; website creation, corporate identity, presentations, listing proposals, site selection packages, and market inventories charting trends in the market place, and newsletters
- Maintained the Macintosh network including, storage servers and back-up units

Creative Service Artist 10-1989 to 1-1993

Val-Pak Direct Marketing Systems, Inc., Largo, FL www.valpak.com

- Taught the Macintosh operating system, Photoshop, Illustrator, and Quark Express to production artists as Val-Pak integrated to a desktop publishing environment
- Worked closely with the marketing department to develop and design promotional materials
- Company growth increased from 70 people to over 800 people and was purchased by COX media

Graphic Artist 9-1986 to 7-1989

Barton Denmarsh & Esteban, Pittsburgh, PA www.bdeusa.com

- Worked closely with clients, photographers, illustrators, team members and printing representatives to achieve superior print design solutions
- Clients included Ketchum Communications, US Steel, The City of Pittsburgh, GE Capital, and Consolidated Natural Gas

EDUCATION:

Art Institute of Pittsburgh 7-1983 to 10-1985

Specialized Associate in Visual Communications

School of Visual Arts 6-2004

Continuing Education – Advanced Macromedia Flash

TECHNOLOGY SKILLS: proficient in both Windows and Macintosh operating systems.

Skill Name	Years Used	Skill Name	Years Used
Adobe Photoshop	28 years	Sketch	2 years
Adobe Illustrator	28 years	After Effects	8 years
HTML/CSS	22 years	Balsamiq	4 years
Dreamweaver	21 years	OmniGraffle	6 years

PORTFOLIO AND REFERENCES AVAILABLE UPON REQUEST