




John Ranola

Sydney-based product and service designer recently returned from Vancouver, Canada.

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About me

I have over 8 years of design experience, both in-house and agency, from blue-chip companies to tech startups.

I'm highly capable across the complete design skill spectrum, with a current particular interest in service and UX design for the public sector and enterprise. I believe this is where design can do the most good.

It's very important for me to have a blast with my peers while getting the work done. I aim to be humble and approachable in how I carry myself professionally.

Skills

Design

Journey mapping
Service blueprinting
Workshop facilitation
Wireframing and user flows
Prototyping (digital and physical)
UI design
UX writing

Research

Research-driven persona creation
Research planning
Interview moderation

Intangibles

Storytelling & presentations
Business acumen
Inclusive design
Feedback & critique
Mentoring
Former engineer

Toolbox

Design

Axure, Miro, Figma, Sketch,
Photoshop, Illustrator

Engineering

HTML, CSS (incl. Sass/Less),
JavaScript (incl. AngularJS, React)

Work history

V// Versett • Vancouver, Canada

Strategic Designer • 2022

Service design and design research for a full-service agency. Clients span across government, non-profit and healthcare sectors.

Focused primarily on discovery activities such as journey mapping, generative research and co-creation workshops.



7Geese • Vancouver, Canada

Senior Product Designer • 2019 - 2021

End-to-end product design (research, UX, UI, copy) for a HR tech platform. Lead designer for the Performance Reviews product.

Worked with VP of Design on talent identification and interviews. Mentored new hires and helped uplift design practice.



Commonwealth Bank • Sydney, Australia

Experience Designer • 2014 - 2019

UX design for Australia's largest bank, across most of CommBank's customer segments (retail, business, wealth management, insurance). Experienced working with both local and remote agile delivery teams.



Software Engineer • 2013 - 2014

Web UI engineering for fintech applications. Technologies used include C#, AngularJS, Sass and Less.



ServiceRocket • Sydney, Australia

Developer/Consultant • 2010 - 2012

Started my career in a hybrid developer and consultant role while studying IT in university.

Project highlights

Versett × Government of BC

- Produced service blueprints of a complex process for 2 government agencies. Delivered within a 3 month timeframe, resulting in a contract extension of 8 months for deeper service design work.

Versett × Providence Health Care

- Led the creation of personas and journey maps to support the redesign of a major Vancouver hospital network's website, advocating for Indigenous inclusion in interviews.
- Developed novel way to include Indigenous perspectives in personas and journey maps.

7Geese

- Introduced company to service design methods. Created a service blueprint to convey value of people-led customer success model, which informed a holistic approach to ideation.
- 360 Feedback in Reviews:** Designed brand new feature that integrated peer-driven feedback into performance reviews. Quarterly usage adoption targets achieved in first 30 days.

Commonwealth Bank

- BizExpress:** Lead digital designer for a brand new experience that integrates with customer's Xero or Quickbooks data to speed up business loan applications.
- Car Insurance:** Redesigned the car insurance digital quote experience to improve usability. 20% uplift in policies sold via digital.

Education



University of Technology, Sydney

**Bachelor of Information Technology
(Co-op Scholar)** • 2010 - 2012

Graduated with Distinction