

AJ JANICH



Lead Product Designer

Full stack designer with over 17+ years experience leading product vision through user centered methodologies, visual development, and active collaboration.

CONTACT

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ON PROCESS

- Define personas & user journeys
- Conduct user research (quant/qual)
- Prototype design patterns based on user mental model, user research
- Visually explore UI design language
- Review implementation of features and ensure release readiness
- Create/monitor post-release adoption and engagement metrics
- Plan, strategize, envision product direction with key leadership
- Mentor/direct design reports; set up for success
- Refine marketing/branding voice; video production for conferences/sales

EXPERIENCE

Slync.io / Lead Product Designer · 2020-2023

Led all design efforts (concept to launch) for industry defining product experience used by top freight forwarders in the world.

Churchill Design Studio / Freelance Designer · 2019

Conceptualized a number projects that required more visual thinking and motion driven. Clients - Adobe, Oculus, and Verkada.

Creative Associates (Snoopy Central) - Content Lead/ Production Manager · 2018-2019

Led creative reviews for animation, gaming and interactive digital experiences while managing a small team of artists and writers. Streamlined licensing approvals process and brand voice.

YouTube - Sr. Interaction/Visual Design Lead 2011- 2018

Led design efforts for a number of key product areas that are used by billions of people everyday - YT Studio, YT iOS/mobile, YT Premium, YT TV, YT Capture. Patents: mini-player, rotate to record. Award: Webby 2013 Best Video Recording App.

Slide, Inc - Lead UI Designer/ AD · 2009-2011

Social gaming platform with large digital micro-transactional market place.

TECHNICAL / SOFTWARE

Figma, After Effects, Illustrator, Adobe CC, GIT, HTML/CSS - Able to quickly learn any software/framework required.

EDUCATION

CGMA, Online Edu. - Foundation & Design Program
California College of the Arts, SF, CA - BFA Illustration
San Diego City College, SD, CA - AA Graphic Design

OTHER INTERESTS

Writing, bass guitar/sound design, game design, graphic novels, gardening, building/fixing things, astronomy, drawing/painting, concept art, AI processes...