

JOHN RICHTER

UX Designer with Engineering Expertise
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[VisualizeEarth.com](https://visualizeearth.com)

UX designer with 15 years of experience spanning design and development. My technical background helps me create user-centered solutions that teams can confidently build. I've designed for top-tier organizations including the 2nd largest hedge fund and LinkedIn's #1 startup.

SKILLS

User Research: Usability Testing, A/B Testing, Analytics, User Journey Mapping, User Interviews, Personas

Design: Figma, Sketch, Photoshop, Illustrator, InvisionApp, Prototyping

Systems: Design Systems, Component Libraries, Responsive Design, Accessibility

Strategy: Information Architecture, UI/UX Theory, Product Strategy

Technical: React, TypeScript, HTML/CSS, JavaScript, Dashboards, Data Visualization, SVG Graphics

EDUCATION

University of Texas at Austin, 2012, Computer Science GPA 3.5

Washington University in St. Louis, BA 2010, Political Science & Economics GPA 3.6

EXPERIENCE

Founder & UX Designer, *Visualize Earth (UX Design Consultancy)*, February 2024 – Present

- Currently taking on miscellaneous contract design projects.

Lead UX Engineer, *Coast*, June 2022 – January 2024, New York

- **Led development of unified component library** that improved UX consistency across 4 product teams, reducing user interface friction and development time by 30%
- **Organized and led Frontend Guild** to align user experience standards across engineering organization, establishing design principles and interaction patterns that improved product cohesion
- **Architected user-centered development workflow** for new integrations team using schema-driven design, ensuring UI components automatically validated user inputs and provided clear error messaging
- **Led Growth team engineering strategy that increased user conversion rates by 30%+** by applying UX optimization lessons from previous fintech experience
- **Established design-to-development pipeline using LaunchDarkly and Chromatic**, enabling rapid user testing and design iteration without compromising user experience

Lead UX Engineer, *Better.com, Growth Team*, December 2020 – May 2022, New York

- **Led UX performance optimization** under direct CEO guidance, improving user experience by reducing page load times from 6s to 2s and eliminating render blocking—directly addressing user drop-off during critical mortgage application flows. Coordinated cross-team effort to meet aggressive timeline.
- **Designed and architected streamlined preapproval user experience**, conducting user research and iterative testing that resulted in 15% increase in preapproval rates for refinances, equivalent to billions in additional revenue. Led engineering team to deliver user-centered design on schedule.
- **Created "Call Me Now" user interface** that reduced user anxiety during complex financial decisions by providing instant access to human support, resulting in measurably higher conversion rates across multiple user journey touchpoints.
- **Co-led comprehensive brand redesign implementation**, ensuring consistent user experience across all customer-facing touchpoints while coordinating technical implementation across multiple engineering teams.

Founder & UX Designer, *Visualize Earth (UX Design Consultancy)* February 2020 – Dec 2020, New York

- **Sidewalk Labs (Part of Google):** Engineered frontend for Sidewalk Lab's Mesa application, creating intuitive interfaces for commercial building energy monitoring and optimization
- **Leonardo DiCaprio Foundation:** Designed interactive environmental data maps and campaign landing pages
- **National Geographic** - Designed & engineered landing pages for Years of Living Dangerously Climate series.
- **Aspen Institute:** Designed complete user experience for "Weaving Community" platform serving 300+ partner organizations.

Senior UX Designer & Frontend Engineer, *Millennium Management*, February 2019 – January 2020, New York

- **Designed intuitive data visualization interfaces for portfolio managers and equity analysts** at the world's 2nd largest hedge fund, transforming complex financial data into actionable insights through interactive dashboards and workflow tools
- **Created comprehensive design system and component library** using Figma, establishing consistent user experience patterns across multiple trading and analysis applications
- **Led UX research and design for equity screening dashboard**, conducting user interviews with portfolio managers to understand decision-making workflows and optimize interface design for high-stakes trading environments
- **Established frontend development standards** and continuous integration pipeline to ensure consistent user experience implementation across engineering teams

UX Designer & Frontend Engineer, *Oportun*, June 2016 – January 2019, Redwood City, CA (Remote)

- **Redesigned internal payment processing interfaces** for customer service agents, conducting user research to understand agent workflows and optimize complex financial data presentation for faster decision-making and improved customer service
- **Led UX design and implementation of enhanced customer search functionality**, improving agent efficiency and reducing average customer lookup time through streamlined search interfaces
- **Co-created cohesive component library** across payments, collections, and loan origination systems, establishing consistent user experience patterns that reduced agent training time and minimized interface errors

UX Designer & Frontend Engineer, Kavi Corporation, June 2014 – June 2016, Portland, OR

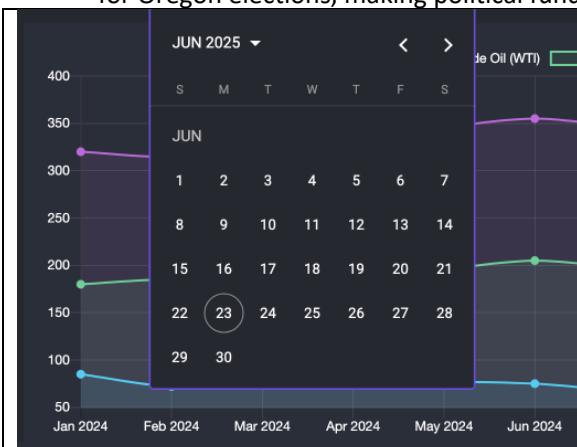
- **Led design and implementation of modern activity feed** interface that boosted customer engagement by providing clearer content discovery and social interaction patterns
- **Redesigned collaboration software platform** featuring voting, commenting, and document management, resulting in measurable sales increases through improved user workflows and interface clarity
- **Created D3.js-based data visualization dashboard** that transformed complex analytics into actionable insights for business users

Cofounder & Creative Director, Our Climate, February 2014 – January 2018, Portland, OR

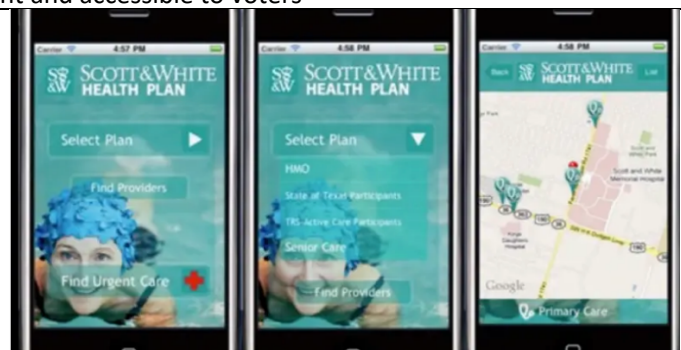
- **Cofounded nonprofit focused on carbon pricing legislation**, leading brand design and digital strategy to engage millennial/gen-z audiences in climate advocacy
- **Designed interactive data visualizations** using D3.js to make complex climate policy accessible to general audiences, supporting legislative campaigns
- **Created comprehensive brand identity** and web presence that attracted partnerships with National Geographic and Leonardo DiCaprio Foundation

Founder & UX Designer, Visualize Earth (UX Design Consultancy), 2010-2014, Austin, TX, & Portland, OR

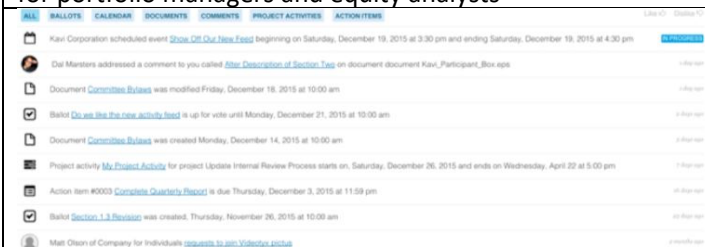
- **Scott & White Health Plan** - Designed the user interface of iPhone applications and website
- **Several Projects** - Created health data visualizations using D3.js and mapping libraries for allergy tracking application, designed & developed several Drupal websites, created Titanium-based mobile app
- **Behind the Curtain with Hack Oregon**, Designed and developed public campaign finance data visualization platform for Oregon elections, making political funding transparent and accessible to voters



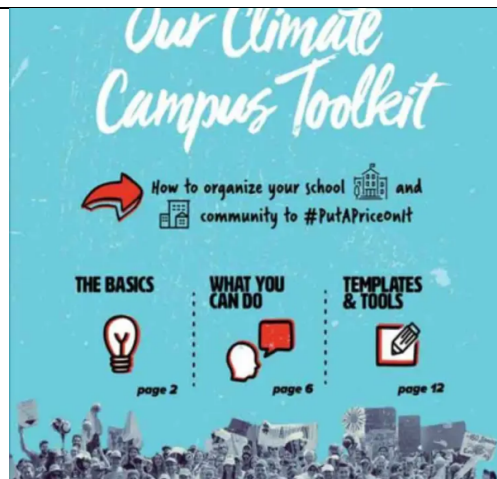
Millennium: Designed and engineered intuitive dashboards for portfolio managers and equity analysts



Scott and White Health Plan: Designed beautiful iPhone app – my first gig out of college in 2010!



Kavi: Designed and engineered gorgeous activity feed for Kavi collaboration platform used by standards organizations like USB and Wifi.



Our Climate: Designed campus toolkit, website, materials as cofounder of climate change nonprofit