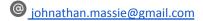
# John Massie

user experience practitioner • professional people-person

**\$** 816.769.6577

john-massie.com



A he/him

TOOLS // Figma • Figjam • Google Suite • Slack • WordPress • Squarespace

METHODS // Cognitive Walkthrough • Competitive Audit • Multi-Touchpoint Strategy • Directed Storytelling Wireframing • Architectural Diagramming • Affinity Diagramming • Think-Aloud interviews • Kano Analysis • Heuristic Analysis • Contextual Inquiry • Journey Mapping

MY PURPOSE // To build relationships through listening, insight, and play

## **EXPERIENCE**

**Prime Digital Academy** — User Experience Design Student

January 2023 - April 2023

Solo project: BluePrintz - Revising an Existing Design

- The Client: An iOS app allowing users to mock up exteriors on a photo of a home, e.g. paint, siding, brick
- KPIs: Average star ratings in App Store, refund requests
- Methods: Cognitive Walkthrough, Competitive Audit, Think-Aloud Evaluation, Affinity Diagram, Tech Scoping, Kano Analysis, Impact vs. Effort evaluation, Io-fi sketch prototyping, hi-fi interactive prototyping.
- Tools: Figma Figjam Google Sheets Google Forms Zoom Google Meet iMovie Otter.ai Google Slides

Group Project: Surprizle - Iterating on the design and features of an existing proof-of-concept

- The Client: Surprizle is gamified gift-giving, where digital puzzles unlock digital gifts.
- Goals: Landing Page, Monetization Opportunities, Puzzle creation + Puzzle solving flow and interactions
- **Methods:** Think-Aloud Evaluations, Sketch Prototyping, Architectural Diagram, Kano Analysis, Mid-fi Interactive Prototyping, Usability Testing, Hi-fi Interactive Prototype
- Tools: Figma Figjam Google Sheets Google Forms Trello Zoom Google Meet Calendly Otter.ai

# **Khâluna** (Kamma Hospitality), Minneapolis, MN — Lead Server, Trainer

March 2022 - Present

- Execute 34 steps of high-end service at James Beard-nominated chef Ann Ahmed's flagship restaurant.
- Was offered and accepted the newly-created position as Lead Server:
  - Responsible for hands-on training and mentorship of new servers
  - o Strengthen team knowledge and performance while being a leader and mentor on the service floor
  - Co-facilitate team workshops on service standards, skills, methods, and heuristics
  - Advise management on training systems and content

## **Bellecour** (Soigné Hospitality), Wayzata, MN — Server, Trainer

June 2017 - March 2020 (Pandemic closure)

- Executed the best\* service in the Twin Cities as part of a symbiotic team
- Mastered rapid rapport- and relationship-building with guests:
  - Quickly ascertain the *reason-behind-the-reason* for the guest visit
  - Establish myself as a trustworthy agent and advocate for guest experience
  - Meet and exceed guests' spoken *and* unspoken expectations
  - Collect data for guest profiles in Tock to facilitate relationships between the company and regular guests
- Trained and mentored new servers; established myself as the primary, preferred trainer for all new servers \*arguably!

## **Plenty of other restaurants!** — Server/Bartender/Manager/Event Sales

Jun 2009-Oct 2014

• High-volume bartender, white tablecloth server, large event sales, shift manager, more... let's chat about it!

## **ADDITIONAL EXPERIENCE**

## **Life & Vision Planning Coach** — *Self-Employed*

September 2021 - Present

- Individualized 1:1 coaching to help clients realize their optimal personal and professional fulfillment
- Designed and sold an online course guiding users through self-reflection and the creation of their life vision
- Facilitate live group sessions helping people clarify their values and goals in order to develop their life vision
- Methods: Guided Brainstorming Affinity Diagramming Directed Storytelling
- Tools: Google Slides + Docs + Sheets Membervault Loom iMovie Wordpress Descript Vimeo

## **The Growlery Counseling & Therapy** — Client Experience Specialist

June 2020 - January 2023

- Created low-touch systems for new client flow, from initial inquiry to new client onboarding
- Quickly adopted new billing, claims, payroll, voicemail, email, and electronic medical records systems and created internal processes to use these effectively & efficiently
- Designed and executed systems to handle the administrative, day-to-day tasks of running a private therapy practice
- Worked under BAA; trained in HIPAA compliance
- Tools: Google Sheets Gmail templates Google Meet Spruce PracticeQ Availity

## **Beefalo Café, LLC: Short-Term Rental Management** — Co-founder, Partner

September 2017 - November 2019

- Creating and managing listing pages + managing \$2k \$4k in monthly revenue
- Performed regular secondary research on listing page strategy and mastering Airbnb's SEO
- Conducted regular competitive audits to optimize pricing and amenities in the local market
- Earned Superhost status at earliest possible evaluation; maintained this status for duration of operation
- Tracked KPI: NOI conversion rate occupancy rate avg daily rate avg stay length revPAR
- Tools: Smartbnb Wheelhouse AirDNA AvivalQ Google Sheets

# ${\bf Long fellow\ Home\ Buyers} - \textit{Real\ Estate\ Investing}$

January 2016—March 2017

- Designed & executed direct mail & cold call marketing campaigns that led to transactions
- Regular data collection and analysis to find leads for homes to buy
- Estimated repair scope and cost + used MLS to determine value in order to make offers on homes that would maximize profit upon sale
- Built a custom CRM with automation using Podio to track marketing & deal flow from first contact to closed deal
- Represented the company in meetings with home buyers, home sellers, & in professional networking

## **EDUCATION**

## **Prime Digital Academy, Minneapolis** — *User Experience Design Certification*

Graduation: April 2023

- Fourteen-week accelerated program in user experience research & design, including two capstone projects working w/ real-world clients
- Activities outside of technical studies: professional skills practice; public speaking; diversity, equity, and inclusion coursework

## **Moberly Area Community College** — Associate Degree

Graduation: May 2013

## **SKILLS**

Public Speaking • Writing • Editing • Leadership • Mentorship • Teaching • Coaching • Lateral Reasoning • Flow States • Systems Thinking • Brainstorming • Relationship Building • Interviewing • Problem Solving • Presentation • Scoping • Teamwork • Humor