John Massie

user experience practitioner • professional people-person

📞 816.769.6577   🌐 john-massie.com   @ johnathan.massie@gmail.com   👤 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, lo-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
    - 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 • AvivaIQ • Google Sheets

Longfellow Home Buyers — *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