

Miles Johnson | milesjohnson.com | 26miles2go@gmail.com

Education

21 | **MBA**, Imperial College Business School

18 | **MA Graphic Design Communication**, Chelsea College of Arts, University of the Arts London

15 | **B.S. Economics, Minors in Computer Science and Theatre**, The George Washington University

Selected Work Experience

02.24 - Present | **Experience Lead AI & Innovation** | MING Labs, Amsterdam

All responsibilities in Senior UX Designer along with:

- Facilitate clients to develop insights, define and prioritise opportunity areas, and envision concepts in the area of generative AI
- Evolve internal design operations by defining new methods of project delivery, iteration, and prototyping fit for the challenges of delivering and validating generative AI experiences
- Collaborate with business development team to craft new project proposals and service offerings and work with clients to identify new opportunities to extend existing projects or begin new ones

02.22 - 01.24 | **Senior UX Designer** | MING Labs, Munich

- Lead research-driven projects and facilitate workshops for clients in both B2B and B2C use-cases ranging in value from 75k - 450k with the goal of delivering both user and planet-centred digital services
- Develop and execute research plans, including competitor analysis, market evaluation, UX benchmarking, user interviews, and stakeholder interviews to define a coherent understanding of the problem space
- Synthesise research results to highlight market dangers and opportunities, using visual communication tools such as service blueprints and as-is/to-be customer journey maps
- Deliver high quality user interfaces for mobile and web along with corresponding design systems, including the delivery of reusable components, documentation and a governance structure for the evolution of the given system
- Collaborate in agile and interdisciplinary teams, mentor junior teammates, and push the creative profession forward with participation in self-driven research and experimentation and thought leadership in industry events as a moderator and speaker

08.21 - 01.22 | **Senior UI Designer** | IBM iX, Berlin

- Developed unique, user-centric user interfaces for digital products and services (websites, apps and platforms) for large clients in the DAX 10 and Fortune 100 with a high focus on achieving strategic product goals
- Support the preparation and facilitation of client-facing workshops and customer presentations, including design sprints and pitch presentations for projects ranging in value from €500k - €60M

11.18 - 07.20 | **Senior Product Designer** | thoughtbot, London

- Led software projects, from redesigns to new venture development, valued between £30k and £100k and promoted a user centred approach with teammates and clients to ensure high user engagement
- Crafted high fidelity design mock-ups and built front-end functionality for mobile and web applications using HTML, CSS, JS, & Swift

07.16 - 07.17 | **Designer and Developer** | Clearly Innovative, Washington, DC

01.16 - 06.16 | **Junior Software Developer** | ALV Software LLC, Bethesda, MD

Selected Achievements

24 | **GenAI As An Agent of Inclusion**, UX Healthcare, Amsterdam | Speaker

24 | **Core77 Design Awards Runner Up (Apps & Platforms)**, Core77 Design Awards | Runner Up for Nui Care Redesign & AI Enablement

24 | **UX Design Award Product 2024**, International Design Center Berlin | Winner for Nui Care Redesign & AI Enablement

23 | **GenAI & UX: From Linear Journeys to Tailored Terrain**, PUSH UX, Munich | Speaker

22 | **Getting Into Design**, Black Tech Fest, London | Organiser & Moderator

20 | **The Inclusive Design Toolkit**, Subvisual Lunch & Learn, Braga | Speaker

19 | **Selling Design (Miles Johnson)**, Tentative | Podcast Guest

19 | **Accessibility: Create a product that cares**, Smart Cookies meetup, Bristol | Panel Participant

19 | **Can Designers & Developers Co-Exist Peacefully?**, London SDD Conference, London | Speaker

19 | **Designing for Humans: Business Goals vs. Design Ethics**, Coed:code meetup, London | Speaker

Additional Skills & Activities

Personal Projects: **Keep Touch (Mobile App)**, **Just In Time: Math (Mobile App)**

Programming Languages & Software: **HTML, CSS, JavaScript, Swift, Sketch, Figma, Adobe CC**

Languages: **English (Native), German (Intermediate), Dutch (Beginner)**