

Bobby Johnson

Senior Product Designer

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SUMMARY

Experience designing B2B2C products across complex enterprise workflows and consumer-facing web and mobile experiences. Pairs deep **systems thinking** with strong interaction and **visual craft** to translate intricate user and business needs into clear, scalable experiences. Recent work spans products serving attendees, event planners, and hotel sales teams, delivering outcomes ranging from **reducing operational overhead through customer self-service** to driving a **37% feature adoption rate** within three months.

EXPERIENCE

Cvent, *remote*

Senior Product Designer (2024 – Present) | *Product Designer I & II* (2022 – 2024)

Lead end-to-end design across Cvent's B2B2C event ecosystem, spanning consumer mobile apps, enterprise planner configuration tools, and AI-assisted workflows for hotel sales teams.

SELECT WORK, CVENT SUPPLIER NETWORK

Competitive Set Manager - *self-service + operational complexity*

- Shifted competitive-set creation and maintenance from a **multi-team service workflow to customer self-service**, reducing routine dependency on Account Management, Support and Reporting teams. Validated by positive customer feedback on its intuitive UX and increased control.
- Led design alignment with cross-functional teams (Product, Engineering, Legal, and GTM) to translate strict compliance constraints into **detailed workflows** and simple validation patterns.
- Streamlined a multi-team setup and maintenance process to unlock a **scalable servicing model** and explore PLG opportunities, earning two company-wide "Pat on the Back" awards.

Event + Market Radar - *product strategy + complex systems*

- Helped define product direction across two connected intelligence experiences, leveraging Jobs-to-Be-Done (JTBD) research to map data dependencies and ecosystem boundaries.
- Guided Event Radar from concept through Phase 1 launch, translating complex data, confidentiality needs, and navigation requirements into a cohesive initial experience.
- **Accelerated MVP scoping** by using generative AI to synthesize feedback from the Product Advisory Council and customer research into interactive alignment artifacts.

Writing Assistant 2.0 - *AI-assisted sales messaging*

- Translated an open-ended AI concept into a concrete product direction through live customer research, rapid prototyping, and cross-functional discovery.
- Designed and iterated the **core interaction model** for an AI-assisted messaging experience, translating complex customer patterns into intuitive, contextual talking points for hotel sales teams.
- Influenced Product leadership to adopt a **phased release strategy**, reducing upfront scope and establishing a more achievable roadmap for incremental delivery.

SELECTED WORK, ATTENDEE HUB

Attendee + planner experiences - *web, native mobile, and configuration*

- Led end-to-end **interaction and high-fidelity design** for a large-scale Attendee Hub homepage refresh across web, native mobile, and planner configuration experiences.
- Designed modular experiences including custom quick links and Session Programs to support more flexible event apps, contributing to a **12% reduction in Client Success tickets** related to customization.

Icon Packs - *customization + cross-team scale*

- Led the first phase of a cross-functional initiative across **4 Product Managers, 3 engineering teams, and 2 design teams** to expand planners' event branding flexibility.
- Audited 100+ legacy icons and **refined 600+ third-party assets** into 8 cohesive production-ready packs, balancing customization needs with visual consistency and **scalable asset management** across design and engineering.
- The feature reached a **37% adoption rate** within the first 3 months of launch by giving event planners the desired flexibility in personalizing their event app branding.

DESIGN PRACTICE + TEAM CONTRIBUTIONS

AI Workflow Innovation - *design system Implementation*

- **Improved design-system implementation** across a redesign file of 40+ screens of legacy UI by building a Claude skill to audit token and spacing compliance, identifying and **remediating 414 incorrect or non-tokenized spacing properties** across two passes.
- Scaled the workflow beyond my own project with a **reusable guide** that enabled other designers to run the audit independently.

Mentorship + Leadership

- Mentor junior designers and facilitate design critiques, working sessions, and stakeholder reviews; recognized by leadership for product storytelling, thoughtful feedback, and navigating complex cross-functional work.

OTHER EXPERIENCE

Freelance UX Designer (2021–2022) - Led research, interaction design, onboarding flows, and developer ready MVP work for startup and small-business clients.

Del Frisco's Grille (Hospitality Leadership & Training) - 10 years across guest experience, training, shift leadership, and large-scale events.

Freelance Theater Director & Choreographer - Led creative teams, productions, and programs; increased advance ticket sales 80% after introducing online ticketing.

EDUCATION & TOOLS

UX/UI Design Certificate, Kenzie Academy of SNHU · Claude 101, Anthropic
Figma · FigJam · Figma Make · Claude · ChatGPT · Glean · Box · Wiki · Slack

AI WORKFLOWS

Research synthesis · competitive analysis · concept exploration · artifact creation · design-quality auditing