JOHN TROTTI
Human-Centered Design / Research / Prototyping

Contact
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Portfolio
johntrotti.com

Project highlights

Card-based board game
CHICAGO
2016 to 2017

Exploring how card game mechanics can be learnable to new players
Partnership with a game developer. Research planning and playtesting. Studying player behavior to find overarching themes about learning curve and cognitive load. Recommendations for information hierarchy across card types.

Sensor-based analysis
Grad coursework
CHICAGO
Spring 2014

Defining what's trackable and track-worthy about learning habits
Team project. Grad students studying grad students! Building an ecosystem of motion sensors and remote tracking software such as RescueTime to find instances of distraction during periods meant for learning. Drafting diagrams and conceptual models to compare different studying methods and behaviors.

Retail app concept
for Rotman Design Challenge
TORONTO
Mar 2014

Growing shopper trust and loyalty via transparent collection of big data
Team-based contest entry. "Shop-along" interviews with extreme user types to review the intersection between in-store and online-shopping tasks. Establishing a value proposition for business stakeholders. Illustration and storyboard creation to help define and express shopper goals as well as usage scenarios.

Laundry app concept
Grad coursework
CHICAGO
Fall 2013

Revealing functional gaps and ruining someone's laundry
Team project. Service Design approach to laundry care and delivery. Low-fidelity wireframes and real-time text messages used in testing to evaluate information architecture and the pacing of status notifications.

Work experience

United Airlines
CHICAGO
Jun 2017
to Present

Outlining UX architecture for digital airport signage and in-flight wifi
Creation of mockups, specs, and recommendations for flows, visuals, and writing. Focus on hidden patterns that affect comprehension: competing elements of visual design, Accessibility, semantics of diagrams, the grammar and syntax of copy. Collaboration with UX Researchers to test for usability and to honor traveler needs.

United Airlines
CHICAGO
Feb 2016
to May 2017

Conducting user-centered research to find the voice of the customer
Working with UX architects and designers to decide research scope. Developing and moderating studies; evaluative usability tests and generative workshops. Analysis of participant responses and behavior to identify overarching themes. Providing recommendations for product refinement.

Wishful Thinking
CHICAGO
Summer 2014

Defining workshop exercises to identify business opportunities and gaps
Team project. Creating team worksheets for consulting sessions facilitated by Wishful Thinking. The workshop teaches client teams to use several visual frameworks to examine the way they do things. Content curation and template design.

IIT Institute of Design
CHICAGO
Spring 2014

Guiding undergrad students through the design process
TA duties for two student teams in a semester-long product design class. Giving guidance through research, concepting, and prototyping of houseware products. Helping students of diverse skillsets work towards long-term project goals. Providing "course-correction" advising when needed.

Accenture + IIT Institute of Design
CHICAGO
Summer 2013

Matching workspace environments with a changing workforce
Team project. Developing and conducting research at client locations in the US, Philippines, and India. Observing and interviewing employees across role and experience levels. Identifying insights and opportunities. Developing a range of tech-supported spatial concepts for both short and long-term application.

Skills

User experience + user interface design

Wireframing + design documentation

Creating prototypes as tools for research

Evaluative usability testing

Storyboarding + illustration

Design research + co-design

Photography + CAD rendering

Video editing + animation

Tools

Adobe Suite

Sketch App + Zeplin

Axure

JIRA / TFS

dscout, UserZoom, UserTesting

Study

Master of Design
May 2014

IIT Institute of Design

Focus on design research, product design, interaction design.

Bachelor of Fine Arts in Sculpture
May 2007

Boston University College of Fine Arts

Various 2D and 3D media for use in thesis work involving mythological creatures.