

# JOHN MASULONIS

## SENIOR DESIGNER

**SUMMARY:** Senior UI/UX and Web Designer with 15+ years experience building scalable digital experiences across sports technology, enterprise platforms, and consumer brands. Deep UX process experience spanning research, information architecture, wireframing, and high fidelity design. Skilled in token-based design systems, accessibility, and translating brand into consistent, usable interfaces across product and marketing teams.

### WORK EXPERIENCE:

#### **SIDEARM Sports**

**Raleigh, NC. Jun 2022 - Feb 2026**  
**Remote Web Designer**

- Led visual design for a collegiate athletics platform serving millions of users across 100+ NCAA programs
- Translated university brand identities into scalable web systems supporting 20+ varsity teams within a unified design framework
- Partnered with product, UX, and engineering to evolve design patterns, UI standards, and platform consistency
- Presented design concepts directly to athletic departments and stakeholders, refining direction based on feedback
- Ensured WCAG accessibility compliance through typography, contrast ratios, and structured layout systems

#### **IBM**

**Raleigh, NC. Jun 2021 - Jun 2022**  
**Visual Designer**

- Designed consumer-facing web and product pages within IBM's Blue Studio, an in-house agile design team
- Contributed to IBM's Carbon Design System — building UI components, wireframes, and design toolkits used across enterprise products
- Produced typography, iconography, illustration, and photography-driven layouts aligned with IBM brand standards
- Collaborated with UX designers and front-end engineers to ensure usability, consistency, and scalability across product lines

### SKILLS & TOOLS:

UI/UX Design · Web Design · Design Systems  
Figma · Sketch · Adobe Creative Cloud  
Wireframing · Prototyping · User Research  
Information Architecture · HTML · CSS · HTML Email  
Responsive Web Design · WCAG Accessibility  
CMS Platforms · Agile Environments

#### **Cisco Systems**

**San Jose, Cal. 2020 - 2020**  
**Remote Digital Designer**

- Partnered with information architecture, UX, and front-end development teams to design enterprise web pages at scale
- Designed HTML5 banner campaigns, icons, infographics, and social media visuals for organic and paid digital channels
- Supported go-to-market campaigns across multiple platforms and audiences

#### **TriMark Digital**

**Raleigh, NC. 2018 - 2019**  
**Senior Designer**

- Led creative execution for client campaigns across web, digital, print, and marketing channels
- Managed multiple brand accounts simultaneously within a fast-paced agency environment
- Collaborated with strategists and account teams to deliver work aligned with client objectives and brand standards

### EARLIER EXPERIENCE:

Additional design roles at Equitable Financial, Red Hat, Advance Auto Parts, McConnell Golf, Performance Bike, Global Golf and Lipof & McGee Advertising

### EDUCATION:

**The Art Institute of Fort Lauderdale**  
**Bachelor of Arts Degree in Graphic Design**  
**Fall 2005**

*\*Nominated for Best Digital Portfolio*

**Portfolio:** [www.johnmasulonis.com](http://www.johnmasulonis.com)  
includes full UX case study, brand & print work, and HTML email campaigns

