

JOHN MASULONIS

SENIOR DESIGNER

SUMMARY: Senior Digital Designer with a focus on scalable web experiences and design systems across sports technology, enterprise platforms, and marketing ecosystems. Experienced in translating brand into clear, usable interfaces while partnering with product, UX, and engineering teams in agile environments.

WORK EXPERIENCE:

SIDEARM Sports

Raleigh, NC. Jun 2022 - Feb 2026

Remote Web Designer

- Lead visual design for a shared collegiate athletics platform serving millions of users across NCAA programs
- Translate university brand identities into scalable web systems supporting 20+ varsity teams within a unified design framework
- Partner with product, UX, and engineering to evolve design patterns, UI standards, and platform consistency
- Present design concepts to athletic departments and stakeholders, refining direction based on feedback and institutional needs
- Improve accessibility through typography, contrast, and structured layouts aligned with best practices

IBM

Raleigh, NC. Jun 2021 - Jun 2022

Visual Designer

- Designed web and product experiences within agile, cross-functional teams
- Contributed to IBM's Carbon Design System, including UI components, wireframes, and design toolkits
- Produced typography, iconography, illustration, and visual assets aligned with enterprise standards
- Partnered closely with UX designers and engineers to ensure usability and visual consistency

SKILLS:

Visual & Digital Design, Web & UI Design, UX Collaboration, Design Systems, Figma / Sketch, Adobe Creative Cloud, Responsive Web Design, CMS Platforms, Agile Teams

Cisco Systems

San Jose, Cal. 2020 - 2020

Remote Digital Designer

- Collaborated with information architecture, UX, and front-end development teams to design enterprise web pages
- Created digital assets including HTML5 banners, icons, infographics, and social media visuals
- Supported both organic and paid digital campaigns across multiple platforms

TriMark Digital

Raleigh, NC. 2018 - 2019

Senior Designer

- Led design execution for client campaigns across web, digital, and marketing channels
- Collaborated with designers and strategists to deliver creative aligned with client objectives
- Supported multiple brands across varied industries within a fast-paced agency environment

EARLIER EXPERIENCE:

Additional design roles at Equitable Financial, Red Hat, Advance Auto Parts, McConnell Golf, Performance Bike, 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*

