


Josh Cooley

UX Designer & Front End Developer

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 San Diego, CA - *Willing to Move*

ABOUT ME

Versatile designer with user experience at the foundation. Experienced in leading projects from research up to development. Expertise includes:

- **User Research:** Identify customer needs and bottlenecks through contextual inquiries, ethnography and usability studies
- **Persona Creation:** Use research to generate representative personas to encourage design empathy and ensure all users needs are met
- **Wireframing:** Iteratively sketch and wireframe early and often to flesh out the most effective page layout.
- **Information Architecture:** Engage users in card sorting and affinity diagramming sessions to develop site maps and taxonomies.
- **Development:** Create responsive and interactive designs in code.

TOOLS

- Axure
- Photoshop
- Illustrator
- InVision
- HTML5
- CSS3 with LESS
- Javascript with jQuery
- Bootstrap 3
- Git
- Whiteboard
- Lots of Sticky Notes

EDUCATION & EXPERIENCE

User Experience Architect Innovasystems International

- Team design lead responsible for user research, interaction design, visual design, and markup for \$8M contract
- Positively steering design direction by implementing user research to drive user stories in Agile environment
- Hosting company wide meetings to embed UX and iterative design principles into company culture
- Code reviewing developers in all design and HTML/CSS/Bootstrap related aspects of the application
- Working directly with users and product owner to establish user-centered vision for product redesign

Lead User Experience Designer The Control Group

- Introduced iterative design and user research into the company. Conducted over forty user tests.
- Increased conversion rate by 40% (\$3.84M/yr) through user research based redesigns
- Provided critical direction to the design, marketing, and content teams by creating user driven personas
- Increased retention rate and reduced customer support calls by initiating redesign of core product
- Improved site consistency by leading bi-weekly design reviews
- Iteratively redesigned key pages through sketching, prototyping, Photoshopping, and coding

Freelance UX & Web Designer CompeteUp & Surfdog Records

- Increased fanbase for artists such as The Burning of Rome, Drake Bell, and others by creating and managing websites
- Enhanced bands web presence by making music videos, song edits and Electronic Press Kit's
- Defined product vision by creating wireframes based on field observations
- Created logo, email banners and other graphics

Associate Human Factors Engineer Cubic

- Reduced friendly fire on battlefield by redesigning DCID smart scope interface with data from user tests.
- Researched, budgeted, and managed start up of usability and industrial design labs.
- Improved company brand identity and consistency by creating the company's style guide
- Improved company wide training by converting word documents into interactive games.
- Excellent team skills and positive attitude as demonstrated by receiving the Cubic Teamwork Award
- Inspired kids to become engineers by creating video and touch screen games for the High-Tech Fair

B.S. Cognitive Science with Specialization in Human Computer Interaction UC San Diego

- Minored in Computing and the Arts: Visual Arts
- Notable courses: Cognitive Ethnography, Human Computer Interaction, Programming for Human Computer Interaction, Cognitive Design Studio, Cognitive Web Design A/B, Cognitive Neuroscience, Learning/Memory/Attention