Joe DeMaria
User Experience Research and Design

linkedin.com/in/joedemaria/

jdemaria43@gmail.com

www.joedemaria.com

Education

Master (M.S.) of Human Centered Design and Engineering
University of Washington – June 2015
• 2015 Bonderman Fellow Winner: awarded $20,000 to travel solo, continuously for 8 months. Traveled from Feb 2016 – Feb 2017 spending majority of my time in India, China, and Russia.

Bachelors of Science (B.S.) in Psychology
SUNY Fredonia – June 2013
• 2013 Virgina Sexton award for exemplary research in psychology
• 2013 Don Lehr teaching award

Achievement

• 5 years experience as UX research and design practitioner
• 3+ products shipped
• 200 hours moderating participants
• Experience in enterprise and startup type companies
• Extensive international knowledge through first hand travel experience
• UX team lead experience managing interns

Related Experience

UX Lead   VPGame | Dec 2017 – Present

VPGame is a Chinese Esports technology company. I designed data analytics tools for Dota 2 and Overwatch, and launched vpesports.com, an Esports media hub which receives more than 3.5 million pageviews per month and is a top 30k website globally.

Responsibilities:
• Act as project management lead, define website business model, and set website strategic roadmap
• Conduct extensive market and UX research on Esports fans
• Designed all pages and elements of vpesports.com
• Google Analytics, SEO, and A/B testing lead
• Mentor interns on human centered design process
• Develop production HTML / CSS / Javascript / PHP code
• Design Esports analytics tools and build data pipelines

Design Researcher (Contract)   Microsoft | Apr 2017 – Dec 2017

I worked on the Xbox Systems Testing and Visual Studio Team Services teams conducting UX Research.

Responsibilites:
• Perform heuristic and literature reviews
• Designed, moderated, analyzed, and reported usability studies
• Designed surveys and performed data analysis
• Performed Information Architecture research with card sorting

Design Researcher (Contract)   Microsoft | Nov 2014 – Jan 2016

I worked on the Xbox One S and the Xbox Elite Controller conducting UX Research.

Responsibilities:
• Designed, moderated, analyzed, and reported usability studies
• Conducted user interviews, survey design, and focus groups
• Designed new research method: Out of Box Experience (OOBE)
• Led large scale (50+ participant) customer acceptance testing

UX Researcher & Designer   Virtuoso | Jan 2014 – Nov 2014

Virtuoso is the leading luxury travel advisor network. My focus was to integrate UX research & design into an agile sprint structure.

Responsibilities:
• Conducted usability studies, user interviews, and findings videos
• Designed personas, storyboards, wireframes, mockups, high–fidelity designs, and A/B tests

Skills

Research
Usability testing
User interviews
Card sorting
Cognitive walkthroughs
Competitive analysis
Contextual inquiry
Heuristic evaluation
Personas
Diary studies
Survey design
Video summary editing
A/B testing
SEO

Design
Sketching
Storyboarding
Wireframes
Prototyping
Interaction design
Sitemaps
Visual design
Data visualization

Programming
HTML / CSS / Javascript / PHP
Python / SQL / R
C#

Software
Adobe Creative Suite (Ps, Ai)
Affinity Designer
Unity
Google Analytics
Morae
Sketch
Axure
Wordpress
Usertesting.com