# Joe DeMaria

PRODUCT DESIGNER

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## COMPETENCY

Product Design
Interaction Design
Rapid Prototyping
Design Research
Product Management
Visual Design
Web Development
Data Visualization

## SKILLS

Personas & Scenarios
Sketching
Storyboarding
User Interviews
Usability Testing
Heuristic Review
Surveys
A/B Testing
Video Editing
HTML / CSS / Javascript
PHP
Python

## TOOLS

Sketch
Adobe Creative Suite
Affinity Designer
Invision
Unity
GIT
Wordpress
Google Analytics

## EDUCATION

**M.S. Human Centered Design & Engineering**          June 2015

*University of Washington*                                    Seattle, WA

2015 Bonderman Fellow Winner: awarded $20,000 to travel solo, continuously for 8 months. Traveled from 2016-2017.

**B.S. Psychology**                                          June 2013

*SUNY Fredonia*                                            Fredonia, NY

2013 Virgina Sexton Medallion for Psychology Research
2013 Don Lehr Teaching Award

## WORK

**Product Designer**                          Nov 2019 - Current

*PipelineDeals*                                          Seattle, WA

PipelineDeals is a CRM.  I own research, design, and CSS with an agile team to optimize trial conversions and customer satisfaction.

**Product Designer**                           Mar - July 2019

*Alpine Software Group (ASG)*                        Bellevue, WA

ASG is a private equity firm that matures startups.  I lead the redesign of socialreport.com publishing capability which contributed to a +2 average increase of NPS.

**UX Lead**                                  Dec 2017 - Jan 2019

*VPGame*                                              Bellevue, WA

VPGame is an Esports startup.  I designed analytics tools for Dota 2 and Overwatch, and designed vpesports.com, an Esports media hub which received more than 5 million pageviews per month and was a top 30k Alexa ranking.

**Design Researcher**                        Nov 2014 - Dec 2017

*Microsoft (Contracts)*                               Redmond, WA

Conducted usability research and designed improvements for the Xbox One S, Xbox Elite Controller, Visual Studio Team Services, and Azure.

**UX Designer**                                Jan - Nov 2014

*Virtuoso*                                             Seattle, WA

Virtuoso is a luxury travel advisor CRM and consumer facing website.  We designed a new consumer homepage that decreased bounce rate by 10% and integrated weekly user testing into our product development process.