



# Joe DeMaria

User Experience Research and Design

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## 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 Virginia Sexton award for exemplary research in psychology
- 2013 Don Lehr teaching award

## 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 1 million pageviews per month.

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.

Responsibilities:

- 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

## 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 and contractors

## 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