Joe DeMaria
PRODUCT DESIGNER

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COMPETENCY

UX / UI Design
Interaction Design
Rapid Prototyping
User Research
Systems Design
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
React
Python

TOOLS

Figma
Adobe Creative Suite
Sketch
Invision
Unity
GIT
Jira / Confluence
Google Analytics

WORK

Lead Product Designer   Apr 2021 - Current
New Relic   Seattle, WA

New Relic is a public observability company. I work on application performance monitoring and growth. I help customers get onboarded, learn the product, do incident response, and purchase plans.

Product Designer   Nov 2019 - Mar 2021
Pipeline   Seattle, WA

Pipeline is a CRM. I focused on modernizing the app through creating a design system and improving the core workflow by iterating on solutions to customer pain points.

Product Designer   Mar 2019 - July 2019
Social Report   Bellevue, WA

Social Report is a social media management platform. I partnered with engineering and lead the redesign of the publishing which contributed to a +10 Net Promoter Score.

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 for the Xbox One S, Xbox Elite Controller, Visual Studio Team Services, and Azure. Helped inspire the direction of the roadmap for these products.

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