

# 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

### Sr Product Designer

Apr 2021 - Current

*New Relic*

Seattle, WA

New Relic is a public APM company. I am part of the growth team in which I design and scale experiments to increase our free-to-paid account conversion, data ingest, and users added.

### 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](https://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 Virginia Sexton Medallion for Psychology Research

2013 Don Lehr Teaching Award