



Joe DeMaria

User Experience and Product 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 4 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.

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

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