

Joe DeMaria

PRODUCT DESIGNER

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COMPETENCY

UX / UI Design

Interaction Design

Rapid Prototyping

User 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

React

Python

TOOLS

Figma

Adobe Creative Suite

Sketch

Invision

Unity

GIT

Jira / Confluence

Google Analytics

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 feature satisfaction measured through surveys.

Product Designer

Mar 2019 - 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 +10 average 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 and designed improvements for the Xbox One S, Xbox Elite Controller, Visual Studio Team Services, and Azure.

UX Designer

Jan 2014 - 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.

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