

Joseph DeMaria | User Experience

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Portfolio: <http://www.joedemaria.com> | LinkedIn: <http://www.linkedin.com/pub/joseph-demaria/6b/7a4/472>

Accomplishments

- Self-published a unique, interactive webpage (<http://joedemaria.com/exist/exist.html>), where I analyze user responses.
 - User center-designed three projects for University of Washington.
 - Designed, presented, and published three psychological experiments in various eastern conferences: Altering the Contents of our Wandering Minds (2013), Optimism as a Predictor of Complacency (2012), The Power of Influence (2013).
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Skill Set

Site Maps, Wireframes, User Research, Usability Testing, A/B Testing, Personas, Ethnographic Studies, Use Cases, User Stories, Content Analysis, Competitive Analysis, Comparative Analysis, Card Sorting, Interaction Design, Information Architecture, HTML/CSS/JavaScript/jQuery/PHP/SQL Web Design, Mobile User Experience, Adobe Creative Suite, Microsoft Office, Axure, C++, Android Development, SPSS Statistics

Project History

User Researcher & Interaction Designer

Jefit IOS Redesign | HCDE 518 (2013)

Redesigned Jefit IOS application, a mobile fitness application which tracks lifting progress, finds new routines/exercises, and connects to the fitness community. Performed user research; redesigned and prototyped interface with team of three.

- Conducted a competitive analysis & cognitive walkthrough to research current implementation shortcomings.
- Redesigned information architecture, navigation, and visual aesthetics. Tested redesign prototypes on participants with talk aloud & iterated based on results.
- Presented final designs to UW and Ying Lin, Jefit founder, who praised our team as “talented UI designers!”

User Researcher & Technical Writer

Contextual Information & Communication | HCDE 505 (2013)

Conceptualized, designed, and prototyped a new Facebook Home Lock screen utilizing user context for information presentation. Worked with a team of four to collaboratively research, design, test, and present results.

- Conducted an extensive literature review of relevant research. Designed a survey and performed contextual inquiries. Interpreted and summarized findings. Prototyped, tested, and iterated based on research and feedback
- Presented final design to UW and Chase User Experience team.

PHP & HTML/CSS Programmer

WebLabUX Research | Jan Spyridakis (2013)

Programmed server-side (PHP/SQL) and front end (HTML/CSS/JavaScript) technology for WebLabUX, a web application to assess user research metrics.

- Was part of a large team which utilized the agile development method.
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Education

- University of Washington – M.S Human Centered Design & Engineering (Expected 2015)
 - SUNY Fredonia – B.S Psychology (Summa Cum Laude, Virginia Sexton Medallion, Don Lehr Teaching Award)
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Employment & Leadership History

Quality Control Operator

Thermo Fisher Scientific | May 2013 to September 2013 (Summer Contract)

Teaching Assistant, Tutor, Psi Chi President

SUNY Fredonia | September 2011 to May 2013