

Joey, a UX web designer.

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In a constantly changing digital space, the UX designer title is ubiquitous, but not clearly defined. I design how software works, by structuring the information architecture, designing the user flows, user interfaces and everything in between.

Lead Interactive Designer

Houseplans LLC
San Francisco, CA
(October 2012 - October 2013)

By focusing on improving our key metrics throughout our e-commerce platform, I have become a part of a lean development team that verifies new features through measurable experimentation.

- Rapid development of polished interactive prototypes using OmniGraffle, InVision and responsive frameworks to gain usability insight through qualitative testing.
- Deployment and measurement of A/B test results on a weekly turnaround schedule using MixPanel© analytics, Adobe Test and Target© tools and Google Analytics.

Jr. Mobile Interactive Designer

HealthyOut iPhone App
San Francisco, CA
(July 2012 - October 2012)

Working closely with our development team I helped turn rough wireframes and visual mocks into one of the top 10 Food apps in the Apple AppStore.

English Teacher

EnglishJAK
Seoul, South Korea
(May 2012 - August 2013)

Taught English to Korean students, ranging from Kindergarten through the 8th grade.

Assistant Account Manager

Goodby, Silverstein & Partners
San Francisco, CA
(August 2011 – February 2012)

As an assistant to the Comcast account, I was responsible for fully understanding the business challenges and the competitive landscape facing our client, acting as a resource for our creative and strategy department.

TECHNICAL SKILLS

Photoshop/Illustrator



Wireframes



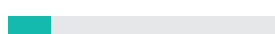
CSS3/HTML5



Grid Based Layouts



Javascript/jQuery



ANALYTICAL SKILLS

Google Analytics



MixPanel Analytics



Remote User Testing



Prototype Testing



EDUCATION

General Assembly UX Immersive Design Program (January 2013 - June 2013)

Learned the building blocks of user experience design from the best in the business

University of Colorado at Boulder B.A. in Journalism (August 2007 - May 2011)

Emphasis of study in creative advertising