

Joey Isaacson, a Product Designer.

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EXPERIENCE

Lead Product Designer

CrowdSurge

Brooklyn, NY

(October 2013 – Current)

As lead product designer, I have re-designed our online and POS ticketing system from the ground up, allowing people buy tickets in over 15 countries around the world.

- Lead the design of our core products for our international business platform that was made up of 3 teams on 3 different continents.
- Implementation of a lean design process, breaking away from our waterfall process that allowed us to explore more design directions in a shorter period of time.
- Design and development of prototypical software that was tested and shared across teams including product development, product management and executive stakeholders.
- Usability testing of all features and functionality of the core platform products.
- Deployment and measurement of A/B test results on a weekly turnaround schedule using MixPanel© analytics, Adobe Test and Target© tools and Google Analytics.

Mobile Interactive and UX Designer

HealthyOut iPhone App

New York, NY

Ongoing from July 2012 to October 2013

Working closely with our development team I helped design wireframes, visual mocks and interactive prototypes for one of the top 10 Food apps in the Apple App Store.

- Hypothesis development and mobile design solutions that help people find healthy meals.
- Designing and preparing of deliverables including screen mocks, icons and visual elements for our development team.

TECHNICAL SKILLS

Interface Design



Wireframes



CSS3/HTML5



Grid Based Layouts



Javascript



DESIGN 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