Joey Isaacson, a Product Designer

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Lead Product Designer
CrowdSurge
Brooklyn, NY
(Oct. 2013 – Current)

As lead product designer, I have re-designed our online and Point of Sale 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 our core platform.
• 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 Oct. 2013)

Working closely with the founder of HealthyOut, I designed and helped launched HealthyOut to become one of the top 10 Food apps in the iOS App Store.

• Wireframing of user flows and user interfaces that were handed off as rough sketches or user stories.
• Design of additional visual assets and screen mocks including 100+ screen shots and icons.
• Documented and communicated all technical specs with our remote development team.

EDUCATION

General Assembly
14 Week UX Design Class
(Jan. 2013 – June 2013)

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

University of Colorado
B.A. in Journalism
(Aug. 2007 – May 2011)

Emphasis of study in creative advertising.