

# JOE WEBSTER

USER EXPERIENCE DESIGNER | FRONT END DEVELOPER

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## ABOUT ME

I'm a User Experience Designer with a background in Front End Development. I provide solutions to complex design challenges while balancing users' needs with business goals and technological capabilities.

## EXPERIENCE

### Tengrade - Los Angeles, CA

User Experience Designer - Pro Bono • Oct 2014 - Nov 2014

- Collaborated with 2 teammates to provide a comprehensive design solution that improves the user conversion rate of Tengrade's campaign landing pages
- Researched user needs, created a primary persona and mapped out user flows, all of which informed the creation of a 25 page prototype
- Conducted 10+ usability tests across 4 design iterations

### Alignable - Boston, MA

Front End Developer • Aug 2013 - May 2014

- Transformed photoshop mockups into functional websites using HTML, CSS and Javascript

### GrabCAD - Boston, MA

Front End Developer • Nov 2012 - May 2013

- Developed UI components for GrabCAD's Workbench and Community products

## EDUCATION

### General Assembly - Los Angeles, CA

10 Week User Experience Design Immersive • Sept 2014 - Nov 2014

- Implemented user centered design process across 5 class projects
- Expanded UX domain knowledge by learning daily from experienced UX designers

### Vanderbilt University - Nashville, TN

Bachelor of Arts in Political Science • Minor: Corporate Strategy • Class of 2010

## SKILLS & TOOLS

**Skills:** User Research, Information Architecture, Wireframing, Prototyping, Usability Testing  
**Tools:** Adobe Illustrator & Photoshop, Balsamiq, InVision. Exposure to Omnigraffle & Axure.

## INTERESTS

Motion Design, Typography Color Theory, Grid Systems