

# JOSEPH VAN GEFFEN

## SR. EXPERIENCE DESIGNER



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### + HELLO WORLD

I firmly believe the blending of design and technology is crucial for shaping the future. Additionally, we must prioritize our users and confirm the value of our ideas to successfully bring them to fruition. Using this approach, I've led numerous interdisciplinary teams to develop top-tier solutions. And I'm enthusiastic about the prospect of doing so again—this time, alongside you.

### + WORK EXPERIENCE

#### 2023 GENIANT (WELLSFARGO), REMOTE

##### 2024 Sr. Experience Designer

Designed and delivered the Money Movement application for Wells Fargo Wealth & Investment Management (WIM).

I collaborated closely with leadership and stakeholders to ensure that the application was molded to meet the needs of users while incorporating current regulations.

#### 2018 ELECTRIC COIN COMPANY (ZCASH), REMOTE

##### 2023 Lead Designer & Design Manager

Managed development of the ECC Zcash mobile wallet as product manager and lead designer, prioritizing privacy and usability. Delivered multiple releases of mobile wallet apps (Nighthawk, Zecwallet, Secant).

Conducted user research, usability testing, and synthesized feedback to shape business objectives and user personas. Shared insights at industry conferences on UX/UI design and mobile wallet development.

#### 2014 CAPITAL ONE (SMALL BUSINESS), SF

##### 2017 Sr. UX Design Manager

Built and led a multidisciplinary design team to redesign Capital One's merchant services - this included both POS and e-commerce products.

Partnered with product leaders to define, lead, evangelize, and own the UX strategy. Finally, devised a needed customer feedback QA/QC program that mined social media tags for sentiment and logged them with registered support tickets.

### + CONTINUED

#### \* FREELANCE CONTRACTOR Full-stack Designer & Developer

Highlights incl. Google, Sephora, and CurrentTV.

#### 2009 RENDERDRAGON GAMES, LLC

##### 2013 Partner & Creative Director

Designed brand identity and gaming apps. Responsibilities included the full product lifecycle: conception to production.

#### 2004 HILLCREST LABS, INC

##### 2008 User Experience Designer

Designed a HDTV UI from scratch that provided a true interactive environment for a '10 foot' experience. This UX and hardware was purchased by Nintendo for the Nintendo Wii.

### + EDUCATION

#### 1998 SAVANNAH COLLEGE OF ART & DESIGN

##### Bachelor of Arts in Computer Art

Minors in Art History and Computer Animation

### + SOFT SKILLS & HARD SKILLS

Communicative

Inclusive

Collaborative

Hands-On

Team player

Design Thinking

Research &amp; Testing

Service Design

UX/UI Design Interaction

QA / QC / UATs

### + WORK / PLAY BALANCE

#### Visual Thinker

storyboarder

#### Brainstormer

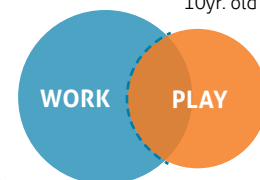
idea generator

#### Prototyping

test, fail, fast.

#### Venn Diagrams

yep, check.



#### Family

10yr. old maker-in-training

#### Hobbies

3d printing, web3 ar/xr and gaming

#### Downtime

snowboarding, world building, and arduino