

# JOSEPH VAN GEFFEN

## SR. PRODUCT DESIGNER

+ Hello S^!

I am writing to express my keen interest in the Senior Product Designer role focusing on Data Visualization. I have over 20 years of experience and have a rich work history that checks all the required boxes.

I follow a Design Thinking methodology that focuses on empathy for the user, ensuring that product usability, accessibility, and the actual user experience are world class. I believe in collaborating closely with stakeholders, the engineering team, and other designers to build design systems that can be re-used and look gorgeous.

My design expertise spans both mobile and web environments, ensuring a comprehensive understanding of how to design and develop for multiple platforms. I live in Figma and AdobeCC creating wireframes, prototypes, and pixel perfect final designs. I believe in testing often with working prototypes and delivering designs assets with working code.

I have created real-time dashboards for marketing campaigns, inventory tracking, and social media feedback sentiment in the past. I've use animations and transitions to clearly communicate context, displaying relevant data to the user interactively. Additionally, I've trained AI models and have a firm grasp of the current artificial intelligence landscape.

In summary my skills, knowledge, and passion make me a strong fit for a team building innovative tools with amazing data visualization.

Let's make something together!

Sincerely,  
Joseph Van Geffen

