

# JOSEPH VAN GEFFEN

## SR. UX DESIGNER



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### + HELLO WORLD

I firmly believe the blending of design and technology is crucial for shaping the future for the outcomes we want. We must prioritize our users and confirm the value of our ideas to successfully bring them to fruition.

I've collaborated with numerous teams to develop top-tier solutions. I believe in being part of the complete process: concept to launch followed by feedback and iteration!

### + WORK EXPERIENCE

#### 2023 GENIANT, LLC (WELLS FARGO), REMOTE 2024 Sr. Experience Designer

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

Responsible for developing prototypes that collaborated closely with leadership and stakeholders vision, user requests, and product goals. Delivered working code (FIGMA to HTM/CSS/JS).

#### 2018 ELECTRIC COIN COMPANY (ZCASH), REMOTE 2023 Product Designer

Lead designer of the ECC Zcash mobile wallet as well as product manager, 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 full-stack design team to redesign Capital One's merchant service offerings - 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

Designed, developed, and hosted micro-sites for Sephora and CurrentTV. Created UI/UX for Google's GRC platform (Ruby on Rails).

#### 2009 RENDERDRAGON GAMES, LLC 2013 Partner & Creative Director

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

#### 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 / HCI focused Minors in Art History and Computer Animation

### + SOFT SKILLS & HARD SKILLS

Collaborative	Design Thinking
Details Matter	User Research & Testing
Hands-On	UX/UI/UxD Design
Team Player	Service Design (QA/QC)
Common Sense	Prototyping (Figma/Sketch/HTML)

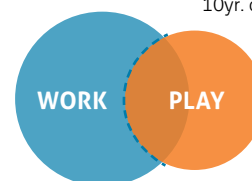
### + WORK / PLAY BALANCE

**Visual Thinker**  
storyboarder

**Brainstormer**  
idea generator

**Prototyping**  
test, feedback, iterate

**Venn Diagrams**  
yep, check.



**Family**  
10yr. old maker-in-training

**Hobbies**  
3d printing,  
web3, AR/XR,  
and DAO work

**Downtime**  
snowboarding,  
world building,  
and gaming