

# JOSEPH VAN GEFFEN

## PRINCIPAL 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 design systems and prototypes that collaborated closely with leadership and stakeholders vision, user requests, and product goals.

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

##### 2023 Sr. 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

Details Matter

Hands-On

Team Player

Common Sense

Design Thinking

User Research &amp; Testing

UX/UI/UxD Design

Service Design (QA/QC)

Prototyping (Figma/Sketch/HTML)

### + WORK / PLAY BALANCE

Visual Thinker

storyboarder

Brainstormer

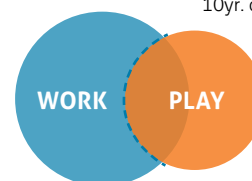
idea generator

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