

JOSEPH VAN GEFFEN

SR. UX DESIGN MANAGER



Website

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+ WORK EXPERIENCE

- 2018** **ELECTRIC COIN COMPANY (ZCASH), REMOTE**
2023 **Lead Designer / Product Owner**
 Oversaw the development of the ECC Zcash mobile wallet as the product owner and lead designer, ensuring privacy and security were core tenets.

 Presented at industry conferences: shared insights and best practices on UX/UI design and mobile wallet development.

 Successfully delivered multiple releases of the mobile wallet application, achieving high user adoption and positive feedback (Nighthawk, ZECWallet, Secant).

 Conducted user research, usability testing, and analysis to inform design decisions and improve the overall user experience.

 Worked closely with stakeholders to understand business objectives and user needs, translating them into personas and design solutions for the Zcash protocol.
- 2014** **CAPITAL ONE (SMALL BUSINESS TEAM), SF**
2017 **Sr. UX Design Manager**
 Built and led a multidisciplinary design team tasked with redesigning Capital One's SparkPay (merchant services and e-commerce products).

 Partnered with product leaders to define, lead, evangelize, and own the UX strategy.

 Used customer-driven insights and agile methodologies to deliver elegant and delightful customer experiences.

 Devised a needed customer feedback QA/QC program for Small Business Banking within Capital One.

+ EDUCATION

- 1998** **SAVANNAH COLLEGE OF ART & DESIGN**
Bachelor of Arts in Computer Art
 Minors in Art History and Computer Animation

+ CONTINUED EXPERIENCE

- * **FREELANCE DESIGN CONTRACTS**
UnicornDesigner/ & Developer
 Highlights includes Google, Sephora, and CurrentTV.
- 2009** **RENDERDRAGONGAMES, NYC**
2013 **Partner & Creative Director**
 Designed brand identity and applications. Responsibilities included the full product lifecycle: concept to production.
- 2004** **HILLCRESTLABORATORIES, DC**
2008 **User Experience Designer**
 Designed a HDTV UI from scratch while providing a comprehensive oversight of product development and company brand marketing.
- 2003** **RTC MARKETING, DC**
2004 **Front-End Designer**
 Designed corporate branding and identity for diverse products including Quit.com.
- 2001** **ELEMENT 23, DC/MD**
2003 **Founder / Front-End Designer**
- 1998** **EISNER & ASSOCIATES, MD**
2001 **Multimedia Programmer**

+ SOFT SKILLS + HARD SKILLS

Communicative	Design Thinking
Inclusive	Research Testing
Collaborative	Service Design
Hands-On	UX/UI Design
Team player	IXD Design

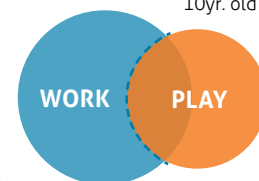
+ WORK / PLAY BALANCE

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

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