

# JOSEPH VAN GEFFEN

## PRINCIPAL DESIGN MANAGER

+ As an individual contributor and as a Design Manager, I have 20+ years of experience to draw from. For the last few years, I've focused on leading teams designing and implementing fintech applications, mostly on mobile. This has been for both traditional banking (Capital One) and more privacy-centric cryptocurrency wallets (Zcash). While the financial industry is one of constant growth, I'm looking forward to working on products that help users create, manage, and collaborate on their own projects - especially at scale and while leveraging AI tools for broader impact.

I have a proven track record of developing comprehensive design strategies that not only set a clear road-map but also inspire and motivate cross-functional teams. I've accomplished this by encouraging creative passion within all participants, iterating for success with stakeholders, and cultivating a work culture everyone can flourish in and enjoy.

My traditional design experience includes conducting user research, and analysis to create personas and design artifacts. Rapid prototyping followed by usability and accessibility testing should garner user feedback at every step. It is my job to translate business objectives and user stories into clear objectives that inspire the team to create the best design solutions. Every step should prioritize business goals while ensuring a seamless, and enjoyable, user experience.

In summary, my skills, knowledge, and passion make me a strong fit for your position and I hope to be working with you.

Please let me know if you have any comments or questions!

Sincerely,  
Joseph Van Geffen

