JOSEPH VAN GEFFEN
PRODUCT MANAGER

+ Hello!

With two decades of experience as a UX/product designer and a background in managing teams of 5-10 members, I've tackled diverse projects throughout my career. Recently, my focus has been on crafting design systems tailored for fintech applications, spanning traditional banking with Capital One to cryptocurrency with Zcash. Although these ventures have been fulfilling, I've been captivated by the notion of the 'power of play' and inspired by the team's professional enthusiasm. Kudos on the Mobvote execution.

I traditionally follow the 'design thinking' methodology with an agile management style. This allows for creative collaboration and accountability within the team, and a company wide understanding of goals and priorities. I've operated as the scrum master for multiple teams as well as the product owner interacting with engineering and leadership.

My traditional design experience includes conducting user research, usability testing and analysis to create designs that prioritize the end-user's needs. As a product manager I collaborate closely with stakeholders, translate business objectives and user needs into stories which are further broken down into assignable jobs.

In summary, my skills, knowledge, and passion make me a strong fit for a team dedicated to helping the user become the creator - and helping everyone play more. While I acknowledge that my background may not perfectly align with the requirements of this role, I firmly believe that my experiences both as a creator and a manager can be leveraged effectively.

Finally, Poisonous Potatoes!

Thank you for your consideration,

Joseph Van Geffen

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