

JOSEPH VAN GEFFEN

SR. UX DESIGN MANAGER



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+ HELLO WORLD

I firmly believe that the intersection of design and technology is where we shape the future. My design philosophy has a core belief in user-centric design as a required catalyst for innovation. I have led cross-functional teams to deliver world-class design solutions and am excited to do it again.

I am dedicated to crafting meaningful and delightful experiences that leave a lasting impact. I am thrilled to bring my expertise, leadership, creative vision, and collaborative spirit to like-minded professionals. Together we get to shape what is next.

WORK EXPERIENCE

2018 ELECTRIC COIN COMPANY (ZCASH), REMOTE 2023 Lead Designer & Product Manager

Oversaw the development of the ECC Zcash mobile wallet as the product manager and lead designer, ensuring privacy and usability.

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 group 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 CAPITALONE - SMALL BUSINESS TEAM, SF 2017 Sr. UX Design Manager

Built and led a multidisciplinary design team tasked with redesigning Capital One's 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 that mined social media tags and sentiment to synthesize with registered support tickets.

+ CONTINUED

* FREELANCEDESIGNCONTRACTS Unicorn Designer & 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.

+ EDUCATION

1998 SAVANNAH COLLEGE OF ART & DESIGN Bachelor of Arts in Computer Art

Minors in Art History and Computer Animation

+ SOFT SKILLS & HARD SKILLS

Communicative

Inclusive

Collaborative

Hands-On

Team player

Design Thinking

Research & Testing

Service Design

UX/UI Design Interaction

Design

+ WORK / PLAY BALANCE

Visual Thinker

storyboarder

Brainstormer

idea generator

Prototyping

test, fail, fast.

Venn Diagrams

yep, check.

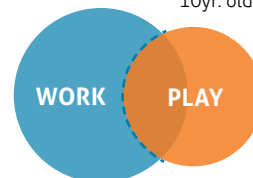
Family

10yr. old maker-in-training

Hobbies

3d printing,
web3 ar/xr
and gaming

Downtime

snowboarding,
world building,
and arduino

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