

# JOSEPH VAN GEFFEN

## SR. EXPERIENCE 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.

Using this approach, I've led numerous interdisciplinary teams to develop top-tier solutions. I'm enthusiastic about the prospect of doing so again—this time, alongside you.

### + WORK EXPERIENCE

#### 2023 GENIANT (WELLS FARGO), REMOTE

##### 2024 Sr. Experience Designer

Designed and delivered the Money Movement application for Wells Fargo Wealth & Investment Management (WIM). Responsible for developing prototypes that collaborated closely with leadership and stakeholders vision, as well as exporting assets with development ready CSS/HTML code.

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

##### 2023 Lead Designer & Design Manager

Managed development of the ECC Zcash mobile wallet as product manager and lead designer, 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

Communicative  
Inclusive  
Collaborative  
Hands-On  
Team Player

Design Thinking  
User Research & Testing  
UX/UI/UXD Design  
Service Design (QA/QC)  
Programming (HTML/Javascript/CSS)

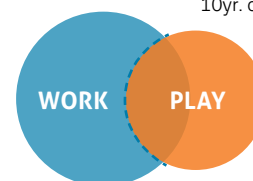
### + WORK / PLAY BALANCE

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/VR  
and gaming

Downtime  
snowboarding,  
world building,  
and arduino