

JOSEPH VAN GEFFEN

SR. UX DESIGN MANAGER

+ Hello!

As an individual UX designer with 20 years of experience, and as a design manager used to running teams of 5-10 people, I've been able to work on a wide range of projects. Lately, I've focused on creating design systems and applying them to fintech applications, both for traditional banking (Capital One) and cryptocurrency (Zcash).

I've embraced 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 teams as well as the product owner.

My traditional design experience includes conducting user research, usability testing, and analysis to create designs that prioritize privacy while ensuring a seamless user experience. Collaborating closely with stakeholders, I translate business objectives and user needs into privacy-focused design solutions. This includes building needed design artifacts : style-guides, user flows, screen designs, and interaction design (transitions and animations).

I am a privacy-conscious individual; I understand the importance of data protection and the challenges of designing for educated, active, and trusting users. I've reflected on identity, privacy, and the balance between them - and I believe they are an integral part of the Web3 landscape.

In summary, my skills, knowledge, and passion make me a strong fit for a team dedicated to building secure, trustworthy, and interactive applications.

Let's make something together!

Sincerely,
Joseph Van Geffen

