

JOSEPH VAN GEFFEN

SR. UX/UI DESIGNER

+ Hello!

I am writing to express my keen interest in the Senior UI/UX/UxD Design roles. I have over 20 years of experience and have a rich work history that checks all the required boxes. In particular, I've created dashboards for multiple projects (Capital One/Sephora/Google), and have been responsible for engaging users in feedback to track KPI/NPS scores in the past.

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).

My design expertise spans both mobile and web environments, ensuring a comprehensive understanding of design principles. I can proficiently use Figma, Sketch, Adobe Creative Cloud, and prototyping tools to create wireframes, mockups, and prototypes. Additionally, I maintain an up-to-date knowledge of industry trends and technology, adhering to interface design and usability standards.

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

