

JOSEPH VAN GEFFEN

SR. UX/UI DESIGNER



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+ HELLO WORLD

I firmly believe that the intersection of design and technology is where we shape the future. We need to put our users first, validate our assumptions and deliver. With this mindset, I have led cross-functional teams to deliver world-class design solutions and am excited to do it again, with you.

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 create the future!

+ WORK EXPERIENCE

2018 **ELECTRIC COIN COMPANY(ZCASH), REMOTE** 2023 **Lead Designer & Design 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 synthesized feedback to inform design decisions and approve 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 incl. Google, Sephora, and CurrentTV.

2009 **RENDERDRAGONGAMES.NYC** 2013 **Partner & Creative Director**

Designed brand identity and gaming apps. Responsibilities included the full product lifecycle: concept to production.

2004 **HILLCRESTLABORATORIESDC** 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