

JOSEPH VAN GEFFEN

SR. UX DESIGN MANAGER



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+ EXECUTIVE SUMMARY

Collaboration is more important than it ever was, as both creative industries and financial technologies learn to understand that innovation without iteration is impossible. You need team members who have the experience to leverage agile methodologies, run briefs, design sprints, and communicate clearly for cross team transparency. Identity and privacy are two sides of the same coin; let's work on solutions together.

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 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 **CAPITAL ONE, SF** 2017 **Sr. UX Design Manager**

Built and led a multidisciplinary design team tasked with redesigning Capital One's SparkPay (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 calls and tickets.

+ CONTINUED

* **FREELANCE DESIGN CONTRACTS** **Unicorn Designer & Developer**

Highlights includes Google, Sephora, and CurrentTV.

2009 **RENDER DRAGON GAMES, NYC** 2013 **Partner & Creative Director**

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

2004 **HILLCREST LABORATORIES, 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	Design Thinking
Inclusive	Research & Testing
Collaborative	Service Design
Hands-On	UX/UI Design Interaction
Team player	Design

+ WORK / PLAY BALANCE

Visual Thinker

storyboarder

Brainstormer

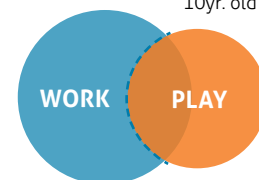
idea generator

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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