



— JOSEPH —
ALFONSO
INTERACTION DESIGNER



— CONTACT ME —

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— WORK EXPERIENCE —

DISCOVERY EDUCATION / APRIL 2014 - PRESENT

Senior Interaction Designer : Hired to improve design by addressing motion, behavior, and interaction within digital experiences. Established organization wide style and component guidelines for front-end operations including creating a tone and voice personality. Inherited and then lead design evolution on MyDE Platform which is the main hub for teachers and students to collaborate with each other. Designer for Discovery Education Techbook products for Discovery Education iOS application. Integrated design and development teams in new cultural strategy by having designers started using Git and creating more value in deliverables for developers. Developers were brought on earlier in projects and iteration planning resulting in less time lost later in project processes and also integrated teams into the creation process establishing more ownership of products within teams.

SEARS HOLDINGS / JUNE 2012 - APRIL 2014

Senior UI Designer : Designed and help develop mobile applications and websites. Lead creation of department wide interaction style guide. Introduced animated and interactive prototypes. Dealt with business units and stakeholders on a daily basis giving time and budget estimates while balancing team assets and timelines. Lead designer on conceptual applications and interaction design for IRLabs projects including Endless Aisle, Try On and SYW Mobile. lead the communication design, interactive design, and concept forward in IRLabs interaction projects.

FREELANCE & CONTRACT / JANUARY 2012 - JUNE 2012

Cows in Trees : Help design branding and promotional material for Vanguard Medical Group, Sure Soft Salt and ISSA Interclean and help create mobile material for bid on IOWA University medical branding.
Salt Marketing : Helped design promotional material for Arby's.
Azavar: In-house web designer.

MAGICAL MEMORIES / APRIL 2011 - JANUARY 2012

In-House Designer: In charge of interior photography, advertisement materials, creating brand standards and style guide. Set brand standards for print, mobile and video. Worked with resorts and various theme parks such as Disney, Sea World and Universal to work with them in creating ads and promotions.



— EDUCATION —

FULL SAIL UNIVERSITY / APRIL 2006 - DECEMBER 2009

Bachelor of Science in Digital Arts and Design
One year furthering education in Computer Science

MONMOUTH UNIVERSITY / SEPTEMBER 2002 - JUNE 2006

Bachelor of Arts in Marketing
Bachelor of Arts in Management
Certification in Information Technology



— TECHNICAL SKILLS —

Photoshop	HTML
Illustrator	CSS
After Effects	Javascript and jQuery
InDesign	Framer.js
Sketch	Pixate
Keynote (Interactive wire framing)	Git