

Joe Day

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PROFESSIONAL SUMMARY

Joe is a senior User Experience Design professional with 11+ years of experience in a variety of environments from startups to multi-national corporations. He brings a seasoned approach to User Experience Design and Interaction Development wherever he is. Joe is a great communicator and is a passionate advocate of usability, always striving to reduce complexity and make things as simple as possible for the user.

TECHNICAL SKILLS

Ruby on Rails	jQuery	Mac
HTML5	Prototype	Windows
CSS3	XML	iWork
SASS	JSON	Adobe Creative Cloud
HAML	MySQL	Pivotal Tracker
SLIM	Redis	New Relic
Bootstrap	Postgres	AirBrake
JavaScript	Git	PagerDuty
CoffeeScript	SVN	Asana

EXPERIENCE

User Experience Lead

Mars Hill Church, Seattle, WA
April 2014 – December 2014
www.marshill.com

Accomplishments

- Lead UX and design for web application serving 500K monthly users
- Redesigned interactive live-streaming, multi-media experience for Sunday services
- Developed responsive layouts using Bootstrap and media queries
- Redesigned standard media player from Flash to HTML5 using Video.js
- Redesigned user sign-in, profile, and account creation flows
- Designed localized and personalized content delivery based on user location
- Codeveloped processes for accepting, delivering and reporting work to stakeholders
- Lead a team of designers and developers in daily Agile rhythms: scrum, standups & retrospectives

Executive Director

Mars Hill Church | Shoreline, Seattle, WA

Sep 2011 – April 2014

www.marshill.com/shoreline

Accomplishments

- Responsible for all Sunday and midweek operations for a growing 900 person church
- Organized, scheduled and regularly communicated with 200+ person volunteer base
- Established a volunteer leadership team through which all operations were conducted
- Supervised recording of financial information ensuring all donations were properly handled, recorded and deposited
- Directed creative and written content for print and social media communications

User Experience Designer

The City by ACS Technologies, Seattle, WA

Jan 2009 – Aug 2011

www.onthecity.org

Accomplishments

- Co-designed the first private group networking application for church communities, taking it from one to over 1,000 churches during my tenure
- Designed all aspects of mobile web experience from wireframes to hi-fidelity designs
- Developed user-agent detecting mobile experience in Rails, HTML5, JavaScript & CSS3
- Co-lead user experience design cycle
- Designed content & event creation experience
- Designed child & volunteer check-in experience
- Designed donation management experience
- Developed all interactions in Ruby on Rails, CSS, HTML & JavaScript
- Interviewed potential candidates applying for product team design or development roles
- Articulated product vision in a variety of contexts, from internal training of new hires to conferences
- Won an internal design contest with a product that became a profitable add-on business
- Participated in daily scrums and regular show & tell meetings

Interaction Designer

CrashShop Design Inc, Seattle, WA

May 2007 – Jan 2009

www.crashshop.com

Accomplishments

- Developed interaction prototypes for Microsoft Zune, Windows Mobile 7, T-Mobile and Precor Home Fitness
- Took design taxonomy, wire-frames and application requirements and brought them to life in an interactive model
- Created customized solutions for the unique needs of a diverse client base: small companies, large corporations and niche/vertical marketplace providers
- Developed navigation flow, typographical layout and visual composition for web sites and interactive mobile software
- Established version management framework for all development processes, enabling distributed collaboration among development team members

Owner/Director

Analog Ideas, Lynnwood, WA

Jan 2007 – Jan 2008

Accomplishments

- Established creative consultancy practice focused on web design, corporate identity/branding and print design
- Managed day-to-day business operations
- Developed creative content
- Consulted on redesign of web site for LifeChoices, a crisis pregnancy service
- Redesigned posters and postcards as part of rebranding of WorldMark by Wyndham
- Consulted on positioning and branding of a portrait studio startup
- Designed brand & logo for real estate development firm

Project Manager & Art Director

PWG Design, Mount Vernon, WA

2000 – 2006

www.pondry.com

Accomplishments

- Lead production design projects for web and print media
- Collected client requirements, produced estimates and developed/coordinated production schedules
- Managed 3-6 person development and production staff
- Utilized online (web-based) project management tools to coordinate resources and staff allocations
- Transformed client values, objectives and goals into visual concepts
- Produced designs for web and print mediums
- Clients ranged from national TV personalities to nationally distributed magazines to local businesses

EDUCATION

Associate of the Arts – Skagit Valley College, Mount Vernon, WA, 2003

REFERENCES

Available upon request