



Joe Vessell

Designer, Developer, and UX Researcher

<https://joevessell.com/>

I am a designer and developer with over 18 years of experience taking ideas from start to finish using: user experience research, user interface design, development, design system creation and management.

User Research

User interviews, persona development, story mapping, card sorting, and usability testing

Design

Wireframes, high-fidelity prototypes, user interface design, WCAG 2.1, typography, color theory, brand identity, and motion graphic design

Front-End Development

HTML, CSS, JavaScript, React.js, Next.js, Typescript, i18n, Firebase development

Tools

Figma, VS Code, Microsoft Office Suite, Atlassian Products, Adobe Creative Cloud, including Photoshop, Illustrator, and Animate

2024 to Present

Matrix Design Group

Developer, Designer, and UX Researcher

- Solo designer and front-end developer for OmniPro Cloud
- Created and manage design system in Figma and front-end code cross multiple product and platforms
- Created multiple product brands
- Led multiple discussion about parent and product brand regarding colors, typography, and logo treatments
- Conducted usability testing with fork truck drivers

2015 to 2024

Navigate360

Designer, Developer, and UX Researcher

- Led in-depth user research through usability testing and user interviews to gather insights around user pain points, goals, and behaviors.
- Delivered high-quality design solutions within project timelines and constraints.
- Developed and maintained a comprehensive pattern library, ensuring consistency across multiple projects.
- Conducted quality checks design standards, accessibility guidelines, and front-end development best practices.
- Effectively communicated design concepts to both technical and non-technical stakeholders.
- Implemented front-end code using HTML, CSS, JavaScript, and React.js to bring designs to life.

2007 to 2015

Stubenbordt Medical Marketing

Designer and Developer

- Developed and customized WordPress websites, implementing responsive designs and ensuring cross-browser compatibility.

- Provided ongoing website maintenance, updates, and support to ensure the security and stability of WordPress installations.
- Created unique and visually appealing identities, including logo design, color schemes, and typography choices, to establish a strong brand presence.
- Crafted visually compelling print designs, including brochures, flyers, and posters, that effectively communicated brand messaging and captured the attention of the target audience.

Projects

OmniPro Cloud

Designer and Developer

- Figma high-fidelity prototypes and wireframes to discuss and test user flows
- Nextjs development with Typescript
- Accessibility guidelines both design and front-end development

Schoowio

Designer, Developer, and UX Researcher

- Performed user interviews to discover pain points and determine product market fit
- Designed and developed a website and application using React and Firebase
- Conducted user feedback sessions and usability testing to adjust product and brand

PBIS Rewards Application Pattern Libraries

Designer and Front-End Developer

- Built pattern libraries using HTML, CSS, JavaScript
- Organized them with Atomic Design methodologies
- Served as a record of past decision and discussions

Student Desktop and Mobile Application Redesign

Designer and Front-End Developer

- Redesigned the student application in Figma keeping the user needs and constraints in mind
- Created a pattern library with coded examples for developers
- Performed user interface checks for consistency.

Professional Development

Bachelor of Science in Art, Graphic Design and Studio Art, University of Southern Indiana
Magna cum Laude GPA 3.8, 2007 Academic Achievement Award in Illustration

Community Involvement

Evansville Technology Interest Group - Member

A group that meets every other week to discuss technology-based ideas.

Evansville Design Group - Board Member

Evansville Design Group holds student portfolio reviews, yearly awards, and speakers.

Team13 - Runner

A running group meets three times a week to train for the Evansville Half Marathon.