JO GOFORTH

PRODUCT DESIGNER

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📍 Queens, NY, USA

🌐 jogoforth.com

SKILLS

- Figma, Adobe XD, Balsamiq
- Design Thinking
- Mockups
- Userflows
- Wireframe Creation
- Prototyping
- A/B Testing
- User Research / Personas / Interviews
- Agile Problem-Solving
- Project Management
- Strong Teamwork Skills
- English and Intermediate German

EDUCATION

UI DESIGN

Career Foundry

2022

BACHELOR OF FINE ARTS

Brooklyn College

2011-2015

PROFILE

Product designer with a career in executing visual design and project management. Experienced in adapting to a myriad of artistic disciplines while maintaining emotional and conceptual ties to users.

EXPERIENCE

UI AND PRODUCT DESIGN

Career Foundry

2021-2022

- I analyzed current travel apps, then conducted several rounds of user testing to enhance my designs for a responsive web app for accessible travel itineraries.
- I was tasked with designing a music app inspired by the 80s, so I blended the aesthetics of the 80s and the demands of current consumers to design a unique app that allows for playlist building and blogging from concept to prototype.
- Designed four products from concept to completion within six months.

UI AND GRAPHIC DESIGN

Sex Talk Comic and Transgression NYC

2018 - Present

- Designing website and executing brand styles and copy across the website
- Operating all social media accounts: including content creation and developing and maintaining editorial calendars
- Designed Sex Talk's web app using WordPress, and Transgression using Figma

EVENT AND PROJECT MANAGER

Freelance: Broadway, Off-Broadway, Galas, and Nightclubs

2011- Present

- Maintaining overall project schedules between different departments, keeping them on time, and scheduling regular meetings to keep everyone synchronized.
- Meeting with directors, stakeholders, and producers to align artistic and fiscal visions, and then providing practical ways to execute designs from concept to completion.
- Collaboration with costume, light, sound, and prop designers to complete each productions aesthetic direction