

JO GOFORTH

Product Designer

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SKILLS

Prototyping – A/B Testing – User Interviews
User Research – User Personas – Wireframe Creation – Agile
Figma – Adobe CS – HTML – CSS – Javascript – Git & Github – WordPress

EXPERIENCE

Product Designer

2021 – 2022

Career Foundry / Remote

- **ROAM:** Analyzed current travel apps, then conducted several rounds of user testing to enhance my designs for a responsive web app for accessible travel itineraries.
- **Moonstruck:** Designed a native mobile app according to HIG and MD guidelines. The app provides users with daily moon-based meditations and their own secure journal.
- **SLATE:** Designed a music app inspired by the 80s, so blending the aesthetics of the 80s and the demands of current consumers to create a unique social music-sharing app.

Co-Founder, Lead Writer, and Product Designer

2018 – 2021

Sex Talk, NYC / Remote

- Built and maintained the website using WordPress, including designing the layout, archive, and online shop.
- Developed cross-platform branding for consistent identity across multiple formats, including web, print, and social media. Ensured that all material from collaborators was in line with both visual and copy guidelines.
- Researched and wrote material for adult sexual education including comics, essays, and professional workshops.
- Art direction and research assistance for illustrators and editors, focusing on inclusive education on sensitive and challenging topics.
- Planning and Project Management: created a road map of material, set project deadlines, and release schedules, and managed and directed collaborators.

EXPERIENCE CONT.

Graphic Designer, Copywriter, Event Manager

2021– Present

Transgression, NYC / Remote

- Prepare newsletters, marketing copy, and copyediting across the company's website.
- Event manager and volunteer coordinator: scheduling, booking venues and performers, venue setup, and managing sensitive personal information.
- Health and Safety organizer for events, providing onboarding, level-appropriate training, and writing procedures for everyone from senior staff to volunteers, as well as code-of-conduct rules and safety information for event attendees.
- Lead pre and post-event discussions to constantly improve these materials with feedback from staff, volunteers, and attendees.

Event and Project Management

2011 – 2021

Freelance: Broadway, Off-Broadway, Galas, and Nightclubs / NYC, NY

- Developed and synchronized cross-department schedules, leading regular meetings to ensure production schedules and targets were being met.
- Met with directors, stakeholders, and producers to align artistic and fiscal visions, and then provided practical ways to execute designs from concept to completion while staying within budget and deadlines.
- Collaborated with all departments to complete each production's aesthetic direction, by creating detailed reports to update designers and producers on any enhancements to design made in rehearsal (e.g. tracking all additional props, lighting, and sound and scenic design decisions updated day-to-day).

EDUCATION

UI Design / Career Foundry

2022 *Graduate*

Classics and Technical Theater BFA/ Brooklyn College, Brooklyn, NY

2015 *Graduate*
