**JOYEL JOSEPH**

**UI-UX DESIGNER**

**PROFESSIONAL SUMMARY:**

* Over 5+ years of professional experience specializing in User Interface (UI) Websites & Applications, interactive prototyping, visual design and UX Research.
* Experience in adopting Agile/SCRUM methodologies for product development.
* Experience in translating customer requirements into design specifications and ensuring that the requirements translate into software solutions.
* Experience in identifying and recruiting participants for user research and usability studies.
* First-hand experience with User Research methods such as facilitating user interviews, conducting focus group studies, as well as participating in shadowing and ethnographic studies.
* Familiar with Design Conceptualizing methods such as user journey mapping, creating user personas, user scenarios, card sorting, role-playing workshop and similar ideation methods.
* Worked extensively on IDE’s like Adobe Dreamweaver, Microsoft Visual Studio to build HTML pages.
* Recognized as an innovator, problem-‐solver, and advocate for the user.
* Rich User Interface Designs for web applications, wireframes, prototyping, image visualization for banners, brochure, and corporate logo.
* Experience in driving UX vision, create UX workflows, run quick prototypes, and conduct usability testing.
* First Hand experience in Information Architecture to quickly organize complex information within UI design to optimize user experience.
* Hands on Experience with Adobe Creative Suite (Adobe XD, Adobe InDesign, Adobe Illustrator, Adobe Premier), InVision, Sketch, UXPIN, Axure RP and other similar design platforms.
* Familiarity with design standards and consistency by creating style guides, and reusable patterns.
* First-hand experience in conducting and facilitating different usability testing methods.
* Experience in identifying the defects, retesting the fixes and reporting the results.
* Familiarity of working closely with the development team to implement the vision.
* Experience in writing and keeping daily/ weekly status report.
* Experience in delivering design reviews and product presentations.

**Education:**

Bachelor’s Degree in Computer and Information Technology

**Technical Skills:**

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| **Designing Tools** | Adobe Creative Suite, InVision, UXPin, Axure RP, Sketch, Figma, Balsamiq. |
| **Analysis Tools** | NVIVO, SPSS, R. |
| **UX Techniques** | **User Research:** Literature Review, User Interviews, Ethnographic Studies, Contextual Inquiries, Focus Group Discussion, UX Analytical Research, Qualitative Data Analysis, Quantitative Data Analysis.  **UX Design:** Lean UX Design, Design Sprints, UX Scenarios & Personas, Task Analysis, User Experience Journey, Mapping, Participatory Design, Iterative Concept Testing, Card Sorting, Sketching, Wireframing, Information Architecture, Prototyping (low - medium -high fidelity), UI Design, Visual Design, Lab Usability Testing, Remote Usability Testing, Moderated and Unmoderated Usability Testing, A/B Testing. |
| **Methodologies** | Agile(SCRUM), Design Thinking, Six Sigma. |

**Professional Experience:**

**Mid Penn Bank @ Millersburg, PA, Aug 2020 – Till Date**

**UI/UX Designer**

**Responsibilities:**

* Executed user-centered design process involving business research, user research, information architecture, interaction design and prototyping.
* Developed user personas and scenarios in order to enhance functionality and usability for key audiences.
* Performed competitive analysis (Qualitative & Quantitative) and analyze findings to understand and validate product ideas and features.
* Conducted Surveys and Interviews for requirement analysis &amp; collecting data.
* Delivered conceptual diagrams, wireframes, and prototypes to communicate ideas with broader UX, product and engineering team.
* Scheduled focus groups to conduct product feedback specifically as it relates to new features.
* Conducted 1on1 interviews and online surveys using sites like survey monkey and google forms.
* Performing usability testing (A/B Testing).
* Created High Fidelity Prototypes using Adobe XD.
* Organized design systems using components in Sketch and Figma to decrease time needed to work on recurring deliverables.

**Environment:** Design from Scratch, User Centric Design, IA, Wireframes, Prototype, A/B Testing, User Centric Design, Heuristics Analysis, User Research, Survey Creation, UI Design.

**Image First @ Radnor, PA Sep 2019 – Jul 2020**

**UI/UX Designer**

**Responsibilities**

* Collaborated with researchers and developers in an agile environment.
* Responsible for conducting brainstorming sessions and participatory ideation with local community and stakeholders.
* Collaborated with researchers and developers in an agile environment.
* Conducted and facilitated design hackathons with local community to conduct focus group studies.
* Experience with qualitative and quantitative data analysis using NVIVO to help identify key user trends & patterns.
* Responsible for participating in user studies and helping drive UX vision for the product by creating user workflow.
* Involved in designing the user experience and defining UI requirements to convert user findings into UI designs.
* Assisted in creating UX workflows, running quick prototypes, and conducting usability testing.
* Collaborated with senior researchers for creating sketches, wireframes, and mock prototype to communicate user flows and interactions with research and development team.
* Conducted A/B testing to evaluate the mock physical prototypes.
* Responsible for keeping daily/ weekly status report and delivering design reviews and presentations to senior researcher and primary stakeholder.

**Environment**: InVision, Adobe Cloud Suite, UX Research, UX Process, UI Design, Usability Testing.

**Fry Communications,** **Mechanicsburg, PA May 2018 – Aug 2019**

**UI/UX Designer**

**Responsibilities:**

* Identified strategic opportunities for competitive advantage based on findings.
* Studied the target audience deeply, developed user profiles, conducted task analysis, created user scenarios and navigated smoothly through ambigUIty.
* Collaborated closely with the engineering team and made sure designs are implemented to meet quality standards.
* Worked on critical features in parallel while identifying the risks, issues and effectively communicating with the manager.
* Managed teams in the US as well as India and helped achieved 60% more productivity by suggesting meaningful improvements in internal software.
* Identified opportunities to create business value and improve the user experience based on user research.
* Performed A/B testing on prototypes created in Figma and Invision.
* Worked closely with the development and executive teams to translate data, designs and interactions into high fidelity pixel perfect designs.
* Worked with developers to ensure the correct user experience is delivered at the end user platform.
* Developed and maintained effective and detailed specifications and design patterns.
* Operated in an agile delivery team, worked closely with developers, DESIGNERs, researchers, and strategists.

**Environment:** Adobe Cloud Suite, UX Research, UX Process, UI Design

**Geo-Solutions, New Kensington, PA Aug 2017 – Apr 2018**

**UI/UX Designer**

**Responsibilities:**

* Responsible to interface with stakeholders and end users for understanding requirements and user experience.
* Worked with senior researchers to define UI/UX strategy and create final visual designs based on user research.
* Responsible for working within an interdisciplinary team in an Agile/SCRUM based environment.
* Responsible for conducting user research using methods such as literature review, competitive analysis, product benchmarking, contextual inquiries, user interviews and surveys.
* Involved in designing the user experience and defining UI requirements to convert user findings into UI designs.
* Experience with qualitative and quantitative data analysis using NVIVO to identify user trends & patterns.
* Experience with Design Conceptualizing methods like ideas mapping & affinity diagrams, card sorting, customer journey map and user decision path.
* Experience with creating user personas, storyboarding and conducting in-person user interviews.
* Responsible for building prototypes and wireframes for the team with better design visualization using wireframing tools such as UXPIN.
* Experience with UX Processes and Design sprints like Design Thinking which helped the team to design, deliver and

test a rapid prototype directly with the end user.

* Responsible for conducting usability tests and heuristic evaluations as per the guidelines approved by the IRB.
* Responsible for writing and keeping daily/ weekly status report as well as contributing towards final project report.

**Environment:** UXPin, NVIVO, UX Research, UX Process, Wireframing, Mockup, UI Design, Usability Testing.

**Graduate Assistant at Community College of Philadelphia, PA May 2015 – Jul 2017**

**UX Designer**

**Responsibilities:**

* Responsible for working within interdisciplinary teams in an Agile/SCRUM based environment.
* Responsible for interfacing with stakeholders and end users to capture project requirements while understanding user requirements and constraints.
* Responsible for performing qualitative and quantitative analysis to analyze research findings and translate them into actionable insights to guide product decisions and improve user experience
* Translated synthesized data into actionable artifacts such as user personas, user scenarios to facilitate user experience journey mapping.
* Leveraged design thinking methodology as part of the UX design process to ideate, redesign, prototype & construct compelling physical artefacts.
* Responsible for creating sketches, models and mock prototypes to communicate user flows and interactions to engineer, and designers.
* Conducted remote A/B testing to evaluate the mock physical prototypes.
* Responsible to produce detailed specifications in conjunction with business needs to reiterate the financial viability of the proposed products & services.
* Responsible in driving UX vision, create UX workflows, run quick prototypes, and conduct usability testing.

**Environment**: Agile/SCRUM, UX Research, UX Process, Product Design.