

Product Designer & Full Stack Developer

Helping brands create beautiful, memorable and joyful experiences through web and mobile applications.

Hello, I'm Joe. I've been passionate about forging elegant and user-friendly interfaces for the previous 15+ years, ranging from small local companies to large enterprise-level corporations. Aside from designing, I'm also an experienced application & web developer specializing in Vue and NodeJS. I make sure that a single primary focus lies behind every business and design decision made: delivering stellar customer experiences.

Professional Experience

February 2021 - Present

Sr. Product Designer & Sr. Full Stack Developer

Sevencube is a digital design & development agency where I'm responsible for overseeing and performing all of the design and development tasks for client projects. Tasks range from, but not limited to: Product Design, Website Design, User Experience Research, Frontend Development and Backend Development.

Product Design

Designing wireframes, concepts and high-fidelity screens for a variety of application and website design projects - primarily using Sketch and Figma.

Frontend Development

Creating full-scale applications from scratch using a mix of Vue, Nuxt and vanilla Javascript - depending on the complexity and scale of the project.

Backend Development

Building API's and infrastructure to support all projects. Common features include complex authorization and role systems, payment processing systems, third-party API integrations, complex data processing and more - primarily using NodeJS.

May 2020 - February 2021

InkSoft - GraphicsFlow (Contract)

Lead Product Designer

GraphicsFlow is a web application for designing, storing and managing graphic assets and templates to be used for print, promo, and decorated apparel businesses.

Product Design

Creating wireframes, concepts and high-fidelity designs for the GraphicsFlow web application.

February 2019 - August 2019

Tallwave (Contract)

Senior Product Designer

Contract designer responsible for the UX and UI design and research of an American Express web application while collaborating with the internal Tallwave team. Also responsible for a variety of product management tasks and technical writing of product documentation.

May 2017 - March 2019

Galvanize

Professional User Interface & User Experience Mentor

Volunteer Mentor at the downtown Phoenix, Arizona campus for both, students and members.

Student Mentoring

Met with students that are looking to get into the web industry and shared knowledge regarding my experience in the industry to help them decide which career path to take.

Member Mentoring

Met with companies that are members of Galvanize and offered advice on how they can improve their products through design and user experience.



Professional Experience Cont.



October 2017 - January 2019

Director of User Interface & User Experience Design, Frontend Developer

Swapchain is a cryptocurrency derivative trading platform focused on OTC swaps. My responsibilities included everything regarding UI and UX design/research as well as designing marketing material and writing product documentation.

Product Management

Responsible for keeping a consistently updated roadmap for product features and getting sprints aligned and pre-planned with the rest of the team.

Frontend Development

Responsible for coding all of the designs into HTML/CSS/JS and getting them integrated into our AngularJS application.

User Interface & User Experience Design

Responsible for all design-work and user experience design as well as user research.



September 2015 - October 2018

Integrate

Senior Product Designer

Joined Integrate in October of 2015 as a UI Designer to create a new version of the Integrate platform. During the entire ~3 years of my employment at Integrate, we accomplished:

- Growth from ~80 employees to almost 200.
- Relocated from a small office in Scottsdale to an awesome, fully customized penthouse floor in downtown Phoenix, with our brand on top of the building.
- Scored several massive clients including Microsoft, Dell and HP.
- Raised nearly \$100 million in investment while earning several million more in annual revenue.
- Recently named #1 of the "Top 10 Tech Startups in Phoenix"

User Experience

Implemented front and backend tracking systems to track and analyze user and platform behavior (using Segment, Pendo and data warehouses).

Conducted all user research and interviews (internal and external), and analyzed platform usage and loading times using Keen.io to determine which sections of the application users were spending the most time on and where to focus performance improvements.

> Frontend Development

Fixed hundreds of application bugs reported in JIRA using GIT/Github in HTML, CSS (LESS) and AngularJS as well as doing full rewrites of components from Bootstrap to Google Material.

Product Design

Created all of the concepts, wireframes and final designs of hundreds of screens for the new version of the Integrate product while working in an agile environment.

Coded my designs into raw HTML/CSS and utilizing AngularJS to show examples of interaction and animation for later frontend development.

Utilized products such as Invision, Jira and Confluence for writing documentation, managing sprints and organizing the development of the UI.



July 2013 - September 2015

ReadyCloud

Creative Director

Creative Director overseeing all website, web application and print design work.

Website Development

Responsible for the development of all website design and development projects from the ground up. Including all graphic design and front-end programming as well as back-end CMS integration, SEO and content management and structure organization.

Web Application Development

Responsible for working directly with clients to produce solid visual blueprints, mockups and functional front-end user interfaces primarily using languages such as Javascript, jQuery and CSS. Experience with creating custom web applications from scratch and integrations with a variety of API's including USPS, Volusion and other eCommerce-based systems.

WooCommerce & WordPress Development

Responsible for creating and maintaining multiple custom WordPress-based websites and WooCommerce stores. In charge of everything from designing mockups, to final concept designs, to coding the designs into front-end languages and then finally integrating this work into live and fully-functional websites and eCommerce stores.



Professional Experience Cont.

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May 2010 - September 2012

Lead Graphic & Web Designer

Lead Graphic & Web Designer overseeing all website, web application and print design work.

Website Development

Responsible for the development of all website design and development projects from the ground up. Including all graphic design and front-end programming as well as back-end CMS integration, SEO and content management and structure organization.

Web Application Development

Responsible for working directly with clients to produce solid visual blueprints, mockups and functional front-end user interfaces primarily using languages such as Javascript, jQuery and CSS.

WordPress, eCommerce and Custom CMS Integration

Responsible for the flawless integration of all web development projects from my own raw code into either custom or premade content management systems such as WordPress, Magento, Joomla!, and Expression Engine.

Print, Logo & Corporate Identity Design

Responsible for taking clients' ideas and bringing them to life through both, raster and vector formats and incorporating this work on to sample products such as business cards, letterheads and t-shirts.



Proficiencies



Languages, Databases & Frameworks

- > HTML / HTML 5
- > CSS / SASS / LESS
- Javascript / Typescript
- jQuery
- **GIT**
- Vue / Nuxt
- Google Firebase
- MongoDB
- PostgreSQL
- A plethora of CSS frameworks



Other Tools

- Invision
- Trello
- Asana
- Airtable
- Segment
- Jira
- Confluence
- Github / Gitlab



Software

- Adobe Photoshop
- Adobe Premiere Pro
- Sketch
- Figma
- Visual Studio Code