Joey Groh

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Dear Hiring Manager,

I am currently in the process of building out my portfolio, but in the meantime, I would love for you to reference the links and information about my past projects provided below. These examples showcase my experience and design approach in various high-profile projects.

Thank you for considering my work, and I look forward to connecting with you soon!

Best regards,
Joey Groh

Design Examples

Sutter Health Website

Role: UI Design Lead
Project Notes: Pioneered Sutter Health's digital brand presence by developing a cohesive and impactful design system, utilizing Figma to create detailed comps and components, enhancing brand consistency across digital channels.

UI Designs/Design System (Full Figma file)
https://www.figma.com/design/CZ5i3DNzOMQ9nGSfb7gd3L/Sutter-Health?node-id=2513-8323&t=EIR2e04ZAyAwPC1a-1
password: sutter

Children's Hospital of Philadelphia Design Direction

Role: UI Design Lead
Project Notes: Collaborated with the Phase2 and CHOP teams to revitalize the visual brand system by designing custom brand graphics featuring a vibrant prismatic color palette, enhancing overall brand identity and visual appeal.

Mood board/UI Element Collages

https://www.figma.com/proto/VOOg6JTk0owK99hNQhCwNp/CHOP-Design-Directions?page-id=1%3A222&node-id=1-227&viewport=609%2C307%2C0.25&t=Oe1WGgTlQGqYelnV-8&scaling=scale-down&content-scaling=fixed&starting-point-node-id=1%3A227&hide-ui=1

Brand Narrative Deck (collaborated with our content team)

https://www.figma.com/proto/VOOg6JTk0owK99hNQhCwNp/CHOP-Design-Directions?page-id=1176%3A25859&node-id=1176-27048&viewport=595%2C2851%2C0.16&t=9wzfhHwwSucaKrXT-8&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=1176%3A27048&hide-ui=1

Phase2 Technology Website

https://www.phase2technology.com/
Role: UI Design Lead
Project Notes: Collaborated with multi-disciplinary teams to develop a sleek, modern design system for Phase2's world-class clients. Using motion prototype tools, I explored various ways to infuse a dynamic and unique sense of movement into the user experience which was implemented by our development team. The motion can be seen by scrolling down the homepage. In addition to the UI efforts, I was also involved in the initial brand work.

Tufts Medicine Website

Role: UI Design Lead
Project Notes: Brought the Tufts Medicine brand to life in the digital channel by establishing a robust and cohesive design system. Ensured design consistency and continuity across all digital touchpoints, creating a seamless and engaging user experience.

UI Designs/Design System (Full Figma file)

https://www.figma.com/design/K7mwgKaP24uMuvj9crw0Gp/Tufts---Component-Library?node-id=0-1&t=s8g7nE2Ew258GklF-1
password: tufts

I have many more design examples and would love to walk through on a call :)