

AMY JOE UX DESIGNER

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A UX designer with a background in graphic design, email marketing and eCommerce marketing technologies, who is passionate about creating user-centered design solutions.

SKILLS

UX Design	User Surveys
Graphic Design	Competitive Analysis
E-Commerce UI Design	Site Maps & User Flows
Brand Design	User Personas
Email Marketing	User Stories
Variable Data Publishing (VDP)	Sketching & Wireframing
Responsive Design	Prototyping
Photo Editing	Usability Testing

TOOLS

Figma	jQuery
Sketch	GitHub/Git/Atom
InDesign	FusionPro
Photoshop	Salesforce Marketing Cloud
Illustrator	
HTML	Smartsheet
CSS	ShareFile
JavaScript	Jira

EDUCATION

University of Michigan, School of Art and Design

2006 | Ann Arbor, MI

BFA, Graphic Design Concentration

Bloc.io

2020

UX Design and Front-End Development Apprenticeship

RECENT PROJECTS

Binder | Prototype and Marketing Site

[View Project](#)

- A single-platform cloud storage solution for educators to save, share and collaborate on all types of files and resources. Responsible for user research, analysis, testing, UX design, prototyping, and brand identity.

BusyBus | Responsive Prototype

[View Project](#)

- A local transit app to improve the rider experience by enhancing the visual data display and architecture of bus information. Responsible for user research, analysis, design, testing, and programming responsive prototype.

RELEVANT EXPERIENCE

NPN360 | Design and Marketing Technology Manager

June 2016 - October 2018

- Managed the implementation process of customer portals for enterprise accounts from inception to completion; Created project workflows and set timelines for research, ideation, testing and launch
- Proposed efficient design solutions that aligns with the brand and meets the users' needs; Designed and programmed landing pages and custom graphics for e-commerce portals on various SaaS platforms
- Spearheaded the on-boarding process by building and executing personalized email campaigns, creating on-boarding guides, and hosting webinars to ensure a positive launch experience
- Tools used - HTML, CSS, Salesforce Marketing Cloud, Adobe CC

Design and Production Coordinator

March 2013 - June 2016

- Built and programmed customizable templates with variable content fields using XML, JavaScript, and SaaS platform.
- Managed client's company portals, adding marketing materials and promotional items for online ordering; Provided customer service by managing orders, placing orders with vendors, and troubleshooting issues

SupplyLogic | Print Coordinator

February 2012 - March 2013

- Worked closely with Production Manager to coordinate the workflow of printing and promotional needs for client's nationwide distribution
- Managed client's digital asset library to ensure all contents are up-to-date to support division marketing needs, providing QA support to ensure all materials are aligned with the brand

US Foods | Freelance Production Artist

June 2011 - February 2012

- Designed product sheets and complete meat guide for category department
- Under the guidance of the creative team, executed promotional print pieces and web banners for events

Herff Jones, Nystrom | Graphic Designer

July 2008 - December 2010

- Designed marketing materials and digital assets for website and email marketing, setting up templates and style sheets in line with brand standards
- Created digital product mock-ups, and tracked workflow to ensure a successful and timely completion of projects