JOSEPH FORD THOMPSON

UX DESIGNER - DIGITAL DESIGNER

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Profile

I am a User Experience obsessive. Having recently completed a course at the Interaction Design Foundation where I placed in the top 10 of all UK Course takers for Psychology of Interaction Design, I am looking to start my career as a UX Designer. I am a creative worker, confident communicator and a lifetime geek.

I believe in the power of excellent, emotionally engaging design for real humans. Humans that get stressed. Humans that are busy. Humans that walk into a room and forget what they went in there to do. Good design massages these pain points, and gives a helpful point in the right direction - and that engenders gratefulness, trust, and (if it's done really well) delight. That is my motivation - I believe in making sure that the technology we create should be as kind and humane as our intentions.

This isn't just flowery talk. It's good business. Studies have shown that it can be anywhere from 5-25 times more expensive to find a new customer than to retain an existing one. If our design can engender and build trust with our users, they'll forgive smaller mistakes, and be far more likely to recommend our product.

When I was scouted to be a UX designer on a consulting session for Impossible Labs, I decided that I had to pursue my lifelong passion of technology and enabling and facilitating users to experience that technology in a delightful and usable way. I took a course at IDF, and now I am beyond excited to design professionally, creating an emotional bond between the user and the product.

I'm proficient in Sketch, Axure, wireframing, prototyping, user testing, flows, stories, personas, scenarios, customer journey maps and many other User Experience design processes, but I am an insatiable learner and always keen to learn and develop new skills.

I am a dual nationality citizen of both the UK and the USA with the right to work freely in both countries.

Experience	**Usability Consultant / User Tester – 2012-Present**
	I've been a User Tester for five years and often invited back for follow up consultancy sessions both on location and remotely with <u>usertesting.com</u>, <u>testingtime.com</u> and <u>whatusersdo.com</u>
	Companies i've tested with include: Adobe (Lightroom and Photoshop divisions), Amazon UK, Amazon, EA, Evernote, Thomas Cook, Square, Ryanair, Skyscanner, Bupa, notonthehighstreet.co.uk, Reebok, Expedia, Footlocker, Trivago, Schuh, Mailchimp, YouTube, StubHub
	usertesting.com tester - over 200 tests taken with a 4.8 star average rating.
Education	**Interaction Design Foundation – Psychology of Interaction Design - 2016-2017** Royal Academy of Music - Master of Arts 2011-2013 University of Birmingham – Bachelor of Music with a Psychology Minor - 2006-2009
Skills	Gregarious, Creative, People person, Quick learner, Expert with iOS, Android, MacOS, Windows, Adobe CC design apps, and Mac, Windows, and iOS productivity software. Visual design obsessive, Productive worker, and runs a full implementation of GTD productivity system. Threes (iOS) high score in the top 0.5% percentile of all players.