



Sr. UX/UI Designer

*Aspiring for Excellent
User Experience*

619-519-3212
joyddeck@gmail.com
www.joydey.com
linkedin/joyddeck
twitter/joyddeck

TRAINING & EDUCATION

Adobe MAX
(San Diego, CA) 2016

Total User Experience
(San Francisco, CA) 2014

NN/g Usability Week
(Las Vegas, NV) 2012

Usability Workshop
(San Diego, CA) 2011

A List Apart
(San Diego, CA) 2010

School Of Visual Arts
(New York, NY) BA.,
Illustration, 2003

**Mercer County
Community College**
(Mercerville, NJ)
Associates, Advertising
Design, 1997

KNOWLEDGE & SKILLS

Product Design

- Scoping Business Requirements
- Information Architecture
- User Research
- Usability Testing
- Website Analytics
- Wireframing
- Prototyping
- Responsive Design
- Agile Software Development
- Project Management
- Project Leading
- Team Management

Software

- Axure RP
- Adobe Creative Cloud; Illustrator, Photoshop, XD, After Effects
- UserTesting
- Mac OS
- Microsoft Office

Branding & Identity

- Art Direction
- Style Guides
- Graphic Design

PROFESSIONAL EXPERIENCE

InterKnowlogy (Carlsbad, CA)

UX/UI Designer, June 2015 – September 2016

Created apps with touch, gesture, and voice commands for mobile, tablet, desktop, large wall experiences and augmented reality.

- Created use cases, user flows, information architecture, sketches, wireframes, prototypes, and high-fidelity mockups
- Lead project development with UX recommendations; actionable improvements from user testing results, best practices, information architecture, workflows and wireframes
- Conducted and coordinated user research and usability testing efforts; translated research findings into tangible designs
- Produced assets and detailed specs for engineering implementation
- Defined new interactions quickly and creatively based on technical affordances
- Took leadership to streamline InterKnowlogy's design culture and design philosophy

Petco (Rancho Bernardo, CA)

UX/UI Designer (Contract), May 2015 – November 2015

Designed banners and landing pages for Petco and Unleashed website redesign.

- Designed layouts to improve customer retention
- Created visual comps to represent a near "pixel perfect" representation of the final solution for client approval and development

Motionstrand (Escondido, CA)

Sr. UX/UI Designer, October 2014 – April 2015

Translated consumer needs into practical terms and relatable designs that aligned with the client's vision.

- Planned and developed UX services within consumer project proposals
- Educated consumers on UX and usability methodologies
- Pitched and presented ideas to a variety of clients, including C-level executives

References & Portfolio samples

References and additional portfolio samples are available upon request.

- Practiced user-centered design methods and techniques such as usability testing, competitive evaluation, task analysis, interaction modeling, personas, card sorting, and surveys
- Researched and understood user behavior within existing applications and how to improve upon the current UX/UI
- Created UX project template deliverables; analytics, user testing results, wireframes, and prototyping

Teamwork Athletic Apparel (San Marcos, CA)

User Experience Designer, October 2013 – October 2014

Directed and coordinated user experience requirements and user interaction designs through information architecture, interaction, and visual design for Business-to-Business (B2B) and Business-to-Consumer (B2C) targeted channels.

- Lead the UI/UX development to creatively solve complex visual and interaction design challenges for web, mobile, and tablet
- Created personas, scenarios, storyboards, user functional specifications, interaction flows, wireframes, mockups, and prototypes
- Established and maintained best practices and design methods for art direction while staying in alignment of rich media techniques, emerging technologies and latest web trends

HD Supply (Poway, CA)

Web UI/UX Designer, September 2008 – October 2013

Designed high-impact, user-centered Web applications for Business-to-Business ecommerce website.

- Conception and design of UX for Pay-Per-Click (PPC) campaign which resulted in a 400% conversion rate
- Created site maps, wireframes, and paper/HTML prototypes to evaluate the effectiveness of design solutions against scenarios
- Performed quantitative/qualitative usability tests and A/B testing
- Researched and applied best practices on email template design
- Lead liaison between internal and external development of mobile app, mobile and tablet website design
- Art directed branding, identity and graphic design for mobile application and website
- Lead creative team in development of SOP and style guide documentation
- Improved workflow processes while leading team in implementing new project tracking application

Graphic Designer, May 2006 – September 2008

Managed and created complex time sensitive projects from concept to completion while serving as a liaison between internal customers and external vendors.

RE/MAX United (San Diego, CA)

Graphic Designer & Marketing Coordinator, January 2005 – May 2006

Created a cohesive image for a busy and high-producing real estate group who's primary target audience consisted of residential properties.