



Sr. UX/UI Designer

*Aspiring for Excellent User Experience*

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## 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
- Website Analytics
- User Research
- Usability Testing
- Wireframing
- Prototyping
- Visual Design
- Responsive Design
- Agile Software Development
- Project Management
- Project Leading
- Team Management

### Software

- Adobe Creative Cloud; Illustrator, Photoshop, XD, After Effects
- Specctr
- Axure RP
- UserTesting.com
- Optimizely
- Qualaroo
- Cross-Browser Testing
- Mac OS
- Microsoft Office

### Languages

- HTML5
- CSS3
- JavaScript
- jQuery
- Twitter-Bootstrap

### Branding & Identity

- Art Direction
- Style Guides
- Graphic Design

## PROFESSIONAL EXPERIENCE

### Petco (Rancho Bernardo, CA)

*UX/UI Designer (Contract), May 2017 – Current*

### 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, high-fidelity mockups and assets
- 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.

## References & Portfolio samples

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*References and additional portfolio samples are available upon request.*

- 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
- 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.