



JOE WINTER

UX Design Lead

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SKILLS

UX Design
UI Design
Interaction Design
Service Design
Product Strategy
Information Architecture
Visual Design
Component Libraries
Wireframing
Prototyping
Design Documentation
User Research
Usability Testing
Data Analysis

TOOLS

Figma
Sketch
Adobe Creative Suite
InVision
Keynote
Flow
Microsoft Office

EXTRACURRICULARS

Branding & Identity
Fitness
Cycling
Green-Thumbing
Star Wars Trivia

I am a designer who ⚡ energizes ⚡ project teams.

My passion is making the complicated and cumbersome simple and engaging through thoughtful user-centered design. I believe that enthusiasm and the right attitude can win the hearts and minds of users, teammates, and stakeholders. In honing my craft I hope to help redefine what good design means in today's world.

When I'm not thinking about design, you can find me biking around San Francisco, making lists, or nerding out on all things Star Wars.

EXPERIENCE

UX Lead, DesignMap

Feb 2018 - Present | San Francisco, CA

Lead user experience design and strategy engagements with clients large and small across a wide range of industries. Activities include (but are not limited to) facilitating workshops, leading user research initiatives, developing new information architectures, researching current and future market trends, building out component libraries, and modeling conceptual relationships. Work directly with client teams to explore problem domains, concept solutions, and deliver production-ready designs.

Clients included TriNet, VMware, Carta, States Title, and Gartner.

UX Designer, Capriza

Apr 2016 - Feb 2018 | Palo Alto, CA

Designed task-based mobile and tablet apps based off web-based enterprise workflows. Worked directly with companies that include Delta Airlines, US Bank, MasterCard, and IBM to align micro app design with varying business needs, technological capabilities, and user contexts.

UX/UI Designer, Freelance

Oct 2015 - Apr 2016 | San Francisco, CA

Worked with several early-stage startups to develop innovative solutions for their product direction, visual design, and user experience.

Business Operations & Marcom Analyst, Validant

Apr 2013 - Aug 2015 | San Francisco, CA

Collaborated with senior management to design and implement cross-functional process improvement initiatives. Functioned as system administrator of corporate applicant tracking system (ATS), driving database integrity initiatives, best practices, and system customization focused on improving user experience.

EDUCATION

UX Design Immersive, General Assembly

2015 | San Francisco, CA

B.A. Biology, Studio Art, University of Vermont

2006 - 2010 | Burlington, VT