

# Joel Giambra Jr

## UX Research & Design

joel-giambra.com  
jgiambra1@sva.edu  
716.783.4658

### EXPERIENCE

#### Bigtincan, UX Research Internship

New York, NY (May 2023 - Sept 2023)

- Conducted extensive user research, including interviews, surveys, and usability testing, leading to actionable insights that informed design strategies around sales operations and the use of Ai.
- Played a key role in establishing a user experience strategy and design guidelines for a Ai platform integration.
- Developed UX Strategy and mid-fidelity mockups for a new product release set for release quarter four, 2023

#### Deloitte, UX Research & Design Project

New York, NY (Sept 2023 - Jan 2023)

- Executed mixed-methods research to identify user needs, pain points to generate user requirements.
- Analyzed research data to create user personas, journey maps, and other UX deliverables to inform design decisions.
- Conducted heuristic evaluations and user testing to assess the effectiveness and usability of design solutions.

#### Avvie, Usability Testing & UX Design

Buffalo, NY (Feb 2021 - May 2022)

- Researched the real estate buying and selling journey with key stakeholders including: Agents, Buyers, Sellers, Lenders, and Attorneys
- Facilitated design thinking workshops and sprint sessions, fostering a collaborative environment and accelerating product development.
- Lead usability testing to help gather product insights before launching our MVP within the local market.

### AWARDS

#### 2023: IxDA Global Conference

Granted a scholarship to attend the annual IxDA conference in Zürich

#### 2022: Strategic Design Project

Ranked the winning project amongst cohort

#### 2021: 43North Innovation Awards

Semi-Finalist in Buffalo's 43North innovation competition

### EDUCATION

#### School of Visual Arts

MFA, Interaction Design

Sept 2022 - May 2024

#### University at Buffalo

BS Management, Marketing

Sept 2016 - Dec 2019

### SKILLS

Human Centered Research

UX Research

Wire-framing & Prototyping

Usability Testing

Interaction Design

User Journey Mapping

Empathy & Advocacy

Problem-Solving

Critical Thinking

### SOFTWARE

Figma

ProtoPie

Adobe Suite

Webflow

Dovetail

Assana