Joe DeMaria | Seattle, WA   joedemaria.com | LinkedIn | jdemaria43@gmail.com

EXPERIENCE

DataRobot | **Staff Product Designer** - *Remote*   *May 2024 - Present*
- DataRobot is a company that helps create, manage, and deploy predictive and generative AI models. I lead design for machine learning (ML) pipeline monitoring, ML pipeline drag and drop visual editor, app template front-end frameworks, agent orchestrator app, and platform growth.

New Relic | **Senior -> Lead Product Designer** - *Remote*   *Apr 2021 - May 2024*
- New Relic is an public enterprise observability company. I owned design for application performance monitoring, growth, and AI monitoring. As a senior I focused on helping customers get onboarded, become power users of the product, and do incident response. As a lead I owned one of the first LLM response tracing interfaces to help customers understand where and why responses get distorted.

Pipeline | **Product Designer** - *Hybird (Seattle, WA)*   *Nov 2019 - Mar 2021*
- Pipeline is a customer relationship management web app. I focused on modernizing the app through creating a design system and iterating on the core workflow of managing deals.

Social Report | **Product Designer** - *Bellevue, WA*   *Mar 2019 - July 2019*
- Social Report is a social media management platform. I partnered with engineering and lead the redesign of the publishing which contributed to a +10 Net Promoter Score.

VPGame | **UX Lead** - *Bellevue, WA*   *Dec 2017 - Jan 2019*
- VPGame is an Esports startup. I designed analytics tools for Dota 2 and Overwatch, and designed vpesports.com, an Esports media hub which received more than 5 million pageviews per month and was a top 30k Alexa ranking.

Microsoft (contracts) | **Design Researcher** - *Bellevue, WA*   *Nov 2014 - Dec 2017*
- Conducted usability research for the Xbox One S, Xbox Elite Controller, Visual Studio Team Services, and Azure. Helped inspire the direction of the roadmap for these products.

EDUCATION

University of Washington | **M.S. Human Centered Design & Engineering** - *Seattle, WA*   *graduated June 2015*
- 2015 Bonderman Fellow Winner: awarded $20,000 to travel solo, continuously for 8 months. Traveled from 2016-2017.

SUNY Fredonia | **B.S. Psychology** - *Fredonia, NY*   *graduated June 2013*
- 2013 Virgina Sexton Medallion for Psychology Research
- 2013 Don Lehr Teaching Award

SKILLS

Competency | UX / UI Design, Interaction Design, Rapid Prototyping, User Research, Systems Design, Visual Design, Web Development, Data Visualization

Skills | Personas & Scenarios, Sketching, Storyboarding, User Interviews, Usability Testing, Heuristic Review, Surveys, A/B Testing, Video Editing, HTML / CSS / Javascript, React, Python

Tools | Figma, Adobe Creative Suite, Sketch, Invision, Unity, GIT, Jira / Confluence, Google Analytics