

# Joe DeMaria

PRODUCT DESIGNER

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## COMPETENCY

Product Design

Interaction Design

Rapid Prototyping

Design Research

Product Management

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

PHP

Python

## TOOLS

Sketch

Adobe Creative Suite

Affinity Designer

Invision

Unity

GIT

Wordpress

Google Analytics

## EDUCATION

**M.S. Human Centered Design & Engineering** June 2015

*University of Washington* Seattle, WA

2015 Bonderman Fellow Winner: awarded \$20,000 to travel solo, continuously for 8 months. Traveled from 2016-2017.

**B.S. Psychology** June 2013

*SUNY Fredonia* Fredonia, NY

2013 Virginia Sexton Medallion for Psychology Research

2013 Don Lehr Teaching Award

## WORK

**Product Designer** Mar - July 2019

*Alpine Software Group (ASG)* Bellevue, WA

ASG is a private equity firm that matures startups. I Lead product design, research, testing and developer management for several UX projects in order to overhaul socialreport.com core functionality.

**UX Lead** Dec 2017 - Jan 2019

*VPGame* Bellevue, WA

VPGame is a Chinese based Esports startup. I designed data analytics tools for Dota 2 and Overwatch, and founded vpesports.com, an Esports media hub which receives more than 5 million pageviews per month and is a top 30k website globally.

**Design Researcher** Apr - Dec 2017

*Microsoft (Contract) - Visual Studio* Redmond, WA

Conducted usability research and designed improvements for Visual Studio Team Services.

**Design Researcher** Nov 2014 - Jan 2016

*Microsoft (Contract) - Xbox* Redmond, WA

Conducted usability research and designed improvements for the Xbox One S and the Xbox Elite Controller.

**UX Designer** Jan - Nov 2014

*Virtuoso* Seattle, WA

Virtuoso is a luxury travel advisor CRM and consumer facing website. We designed a new consumer homepage that decreased bounce rate by 10% and integrated weekly user testing into our product development process.