

Executive Summary

UX and visual design pro with 17 years experience working with major brands to improve the usability, user-satisfaction, and visual appeal of their digital products. Stellar communication and leadership skills with a record of successful large-scale design initiatives for businesses of all sizes.

Work Experience

Bloomberg

Senior UX Designer

JUNE 2015 – PRESENT

- UX oversight of a suite of applications focused on research, estimates, holdings, and specialized tools for corporate investor relations officers
- Determining customer need via internal-expert and client interviews
- Designing product overhauls and enhancements via wireframing and light prototyping with frequent iterative feedback cycles
- Writing UX guidelines for system-wide reusable elements

Fresh Direct

Senior UX Manager

MARCH 2014 – MAY 2015

Projects of Note

- Checkout funnel optimization (UX/visual design)
- Overhaul of B2B order experience (UX/visual design)
- iPhone app & website redesign ideation
- Management and mentorship of junior design team

Freelance Consulting

UX/Visual Designer

NOVEMBER 2012 – FEBRUARY 2014

Projects of Note

- Showtime Networks Inc. (October 2013 – December 2013)
 - Visual design update for iPhone and iPad apps
 - UX Design for specialized hotel set-top box software
- The Treetop (May 2013 – June 2013)
 - Identity, brand guidelines and responsive site for a new startup concept

Joe Rivera

User Experience Designer

www.joe.co • joerivera@gmail.com

Thread Media, Inc.

Director of User Experience & Design

JULY 2011 – SEPTEMBER 2012

Projects of Note

- As first hire, helped sculpt product concept and strategy
- UX/visual design for iPhone app
- UX/visual design for website
- Identity design including logo, brand guidelines, and editorial voice

NBC Universal

UX Consultant (via TechLink)

APRIL 2011 – JUNE 2011

Projects of Note

- Redesign of Telemundo iPhone app
- Redesign of two intranet sites

Travel Channel

Interface Design Director

AUGUST 2007 – DECEMBER 2010

Projects of Note

- UX/visual design direction for ground-up redesign of TravelChannel.com; including managing agency talent, collaboration with research vendors, and co-writing a 1,000 page functional spec for the development team
- UX and visual design for reboot of Travel Channel's iPhone app
- Total redesign of the WorldHum.com travel blog (UX/visual design)
- Management of multi-disciplinary team of in-house creatives

The Book Report Network

Design Director

JANUARY 2007 – AUGUST 2007

Projects of Note

- Design of over 40 marketing websites for authors and publishers over a two-year freelance-turned-permanent relationship
- While in-house: managed clients and led a multi-disciplinary team

Joe Rivera

User Experience Designer

www.joe.co • joerivera@gmail.com

CBS

Senior Designer

AUGUST 1999 – DECEMBER 2006

Projects of Note

- Lead designer for major overhauls of the Daytime Television and Late Show with David Letterman portals
- 100+ micro-site designs for TV specials
- Motion graphics design for several live web series

Education

- BFA in Illustration, University of the Arts (1998)

Skills

Design Life Cycle

- Mobile app design
- Website design
- Desktop app design
- Wireframing
- Prototyping
- User research
- Functional spec authoring

Tools

- Photoshop
- Illustrator
- InDesign
- Sketch
- Omnigraffle
- HTML / CSS / jQuery
- and more...

Portfolio Links

- Visual Design – joe.co
- UX Artifacts (.zip) – joe.co/uxsamples