

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.

Current Position

6/2015
to
Present

Bloomberg

Senior UX Designer

Responsibilities Include:

- UX oversight of a suite of applications focused on research, estimates, holdings, and specialized tools for corporate IROs
- Determining customer need via internal expert and client interviews
- Designing product overhauls and enhancements via wireframing and light prototyping with frequent iterative feedback cycles
- Working closely with product managers and engineering to ensure successful implementation of designs
- Tracking product performance post-launch with metrics and client follow-up to find opportunities for continual improvement
- Writing specs to guide thousands of engineers in the proper implementation of reusable elements across the product

Past Experience

4/2014
to
6/2015

FreshDirect.com

Senior UX Manager

Projects of Note:

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

Joe Rivera

User Experience Designer

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10/2012
to
4/2014

Freelance Consulting

UX & Visual Designer

Projects of Note:

- Showtime – UX/visual design for the cable network’s mobile, web and TV apps
- UX/visual design, development, and identity for several small businesses

6/2011
to
10/2012

Thread

Director of User Experience & Design

Projects of Note:

- Business strategy development
- UX/visual design for Thread’s iPhone app and website
- Identity design including logo, brand guidelines, and editorial voice

1/2010
to
6/2011

NBC Universal

Senior User Experience Consultant

Projects of Note:

- Redesign of Telemundo iPhone app and two intranet sites

8/2007
to
12/2010

Travel Channel

Interface Design Director

Projects of Note:

- UX/visual design for the ground-up TravelChannel.com redesign, including coordinating research to identify user needs, managing a creative team (internal and external) and writing detailed functional specs for development
- Redesign of Travel Channel’s iPhone app (UX/visual design)
- Redesign of the WorldHum.com travel blog (UX/visual design)

6/2004
to
8/2007

The Book Report Network

Contractor / Design Director

Projects of Note:

- Worked as exclusive freelance designer for two years prior to joining staff full-time; designed over 40 sites for authors and publishers

8/1999
to
12/2006

CBS.com

Senior Designer

Projects of Note:

- Lead designer for major overhauls of the Daytime Television and Late Show with David Letterman portals as well as 100+ micro-site designs

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Education

Nielsen Norman Usability Intensive (2009)

BFA in Illustration, University of the Arts (1998)

Skills

Design Life Cycle

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

Software

- Photoshop
- Illustrator
- InDesign
- Sketch
- HTML / CSS / jQuery
- and much more

Links

- Visual Design Portfolio – joe.co
- UX Artifacts (.zip) – joe.co/uxsamples
- LinkedIn – [linkedin.com/in/riverajoe](https://www.linkedin.com/in/riverajoe)