

Joseph Liberty

User Experience Designer with experience in web, mobile, user research, prototyping and testing for qualitative and quantitative data. Demands attention to the design process and high-quality aesthetics to extend the user experience.



P: 781-883-6025

E: josephliberty@gmail.com

W: josephliberty.com

Persona

Old enough to know better, Driven and desire to grow, No pre-conceived opinions, Clear understanding of self process, Comfortable being out of comfort zone, Ability to turn on/off my slight OCD on demand, Not a mouse in the room, but not a lion - in between, Able to choose my battles and fight for the important stuff and not sweat the small stuff, Love of Boston Sports, Foodie, Discovering latest trends in new media

Expertise

Sketch, Invision, Contextual Inquiry, Raw Observations, Immersive Research, Heuristic Evaluation, Usability Testing, Personas, UX Analysis, Facilitations/Brainstorming, Prototyping, Site Maps/Wireframes, Schematic Diagramming/User Flows, Reference Guides/UXR, Adobe CS, Photography, HTML Knowledge, Graphic Design, Branding and Identity, Interface Design, Content Strategy + Development, Powerpoint Presentation Development. OmniGraffle Pro, Microsoft Office, Google Cloud Based Applications

Experience

Nov 2017 - Current



Robert Half International - San Ramon, California

UX Designer/Architect

Worked with the Internal User Experience team members to help with user research and design for Robert Half's intranet - CONNECT. Conducted surveys, interviews and user testing to observe and identify pain points, opportunities to drive and articulate user needs, and business goals for the Brands and Services pages, RH Times and Branch Office visits. Formed UX Holistic analysis for Robert Half's Candidate Assessment tool - IKM. Designed and written content for the Internal UX Team site including team offerings, processes and research methodologies. Partnered with CONNECT Management team to Streamline intake request process. Curated and written UX Year in Review documents (2018 and 2019). Research highlighting the UX team's process and project learnings and findings.

Aug 2015 - Aug 2017



Education Elements - San Carlos, California

Lead UX Designer

Collaborated with Education Elements team to lead, create, and design experiences for EE products. Shaped end-to-end features for: Agora - Virtual Classroom; Highlight - Personalized Learning Platform and Touchpoint - Project Management Tool. Facilitated stakeholder meetings for conceptual design directions. Interviewed and observed users to identify pain points, opportunities to drive and articulate user needs, and business goals. Created and maintained a living style guide in collaboration with the engineering team.

Jan 2015 - Apr 2015



Gooru - Redwood City, California

UX Designer / Product Designer (Contractor)

Teamed up with Gooru to document, create and design experiences for www.goorulearning.org. Highlighting UX Holistic Analysis, User Journey Map, Iterative User Testing, First Time User Experience, Optimized Search and Browse Experience, Personalized Dashboard and Maintained Improvements to Existing Product.

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Experience (Cont'd)

Nov 2011 - Sept 2014



BFG Communications - Bluffton/Hilton Head, South Carolina **UX Designer**

Worked with such clients as; Coca-Cola, Home Depot before becoming Principle UX designer on the largest client (R.J. Reynolds) of the agency. Created experiences on multiple year and multiple site programs with constantly changing digital campaigns and legal restrictions.

Sept 2011 - Feb 2012



Curry College - Milton, MA **Guest Lecture**

On-site and On-line Instruction of undergraduate design course: Senior Graphic Design Degree thesis projects.

2007 - 2011



Consultant/Contractor - Boston, MA **UX Designer / Sr. Graphic Designer**

Worked with such clients as; Fresh Tilled Soil, MassArt Made, MassArt Continuing Education, Dynamic Media Institute, Connection By Design (Alphabetica Design and Loosen the Grip), State Street Global Marketing, Weymouth Design (Xius-BCGI, Raytheon and TJX Companies).

1999 - 2007



Thermo Fisher Scientific - Beverly, MA **Lead Graphic Designer / Graphic Designer**

Created advertising, tradeshow graphics, packaging and other printed collateral. Accountable for adhering to brand standards provided by corporate.

Education

Sept 2009 - May 2011

Massachusetts College of Art and Design **MFA Graduate (Dynamic Media Institute)**

Teacher Assistant: Assisted in the instruction of undergraduate design courses: Sophomore graphic design drawing, Senior graphic design degree projects

May 1998

Montserrat College of Art **BFA Graduate (Graphic Design Major)**

Training

Design Kit: The Coarse for Human Centered Design - IDEO (HCD Certificate Program), Creative Continuum: Business and the Creative Process (Mini MBA Certificate) Worcester Polytechnic Institute (Six Sigma Workshops) North Shore Community College (Web Certificate Program), AIGA Member - The Professional Association for Design, AIGA and Non Profit Volunteer Committees (BoNE Show - 25 Year Anniversary, Taproot Foundation, YMCA)