

JOSEPH ALFONSO

INTERACTION DESIGNER
ART DIRECTION

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WORK EXPERIENCE

DISCOVERY EDUCATION • Senior Interaction Designer | Art Direction • April 2014 - Present

- Develop the creative look and feel for education products and applications.
- Institute research strategy, planning and schedule standardization.
- Conduct user research and evaluate user feedback through surveys, interviews, physical camera stations, and remote variations of UX research methods.
- Partner with front-end developers to create HTML and CSS-friendly designs including state and motion enhancements.
- Create user experience workflow design, screen design, screen layout, wire-framing, and creation of rapid prototypes.
- Produce brand standards, style guides, and design system standards.
- Present brand responsible design solutions to internal and executive stakeholders.
- Work collaboratively with team members from curriculum, editorial, learning analytics, design and technology.
- Manage and develop a consistent design language to guide the look and feel of the company's portfolio of products.
- Produce improved KPI and engagement metrics systems to measure product performance more effectively.
- Native mobile applicaiton design and development for iOS and Android.

CORE DELIVERABLES: UI Prototypes, Ticket Grooming, Marketing materials, Wire-frames, Product Identity, Style Specs & Standardization Development, Presentation Decks, User Testing & Translation, Analytics and KPI Reporting, Front-end Development Design, Gantt Charts, Maximum Synergy

SEARS HOLDINGS • Senior UI Designer • June 2012 - April 2014

- Design and help develop mobile design system.
- Execute all visual design stages from concept to engineering hand-off.
- Establish and promote design guidelines, framework, and standards.
- Introduce motions guidelines and standards.
- Create wire-frames, storyboards, user flows, process flows, and site maps to effectively communicate interaction and design ideas.
- Lead design on conceptual applications and interaction design for IRLabs projects including Endless Aisle, Try On and SYW Mobile.
- Present and defend designs and key milestone deliverables to peers and executive level stakeholders.

CORE DELIVERABLES: UI Prototypes, Marketing Materials, Wire-frames, Product Identity, Style Specs & Standardization Development, Documentation for Mobile Standards, Print Design as Needed

FREELANCE & MISC

Terlato Wines: Data design and communication including custom dashboard.

Cows in Trees: Branding and promotional material for Vanguard Medical Group, Sure Soft Salt, ISSA Interclean, and material for bid on IOWA University medical branding.

Salt Marketing: Helped design promotional material for Arby's.

Azavar: In-house web designer.

PRIOR TO 2012

Magical Memories: In charge of interior photography, advertisement materials, creating brand standards and style guide.

ESPN Wide World of Sports: Video editor and producer.



OUTSIDE OF WORK

DESIGN LAB / JUNE 2014 - PRESENT

Mentor: UX Research & Strategy, Interaction Design, UI Design, UX Academy, Design 101



EDUCATION

FULL SAIL UNIVERSITY / APRIL 2006 - DECEMBER 2009

Bachelor of Science in Digital Arts and Design

One year furthering education in Computer Science

MONMOUTH UNIVERSITY / SEPTEMBER 2002 - JUNE 2006

Bachelor of Arts in Marketing

Bachelor of Arts in Management

Certificate in Information Technology



TECHNICAL SKILLS

Production: Sketch, Adobe (PS, Ai, AE, XD), Figma

Interactions: Keynote, framer.js,

Principle, Flinto

Surveys: WuFoo, Survicate

Analytics: Google Analytics, Hotjar,

Splunk

Specs: Invision, Zeplin, Marvel

HTML / CSS / Javascript

Git

RESTful API's

Isomorphic Development