

Joel Kidd

User Experience Designer

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SUMMARY

Creating great user experiences requires not just the skills of a UX professional but also the ability to trust the UX process. Have a process in place, follow it and let the results speak for themselves.

PROFESSIONAL EXPERIENCE

Lead UX Designer – JPMorgan Chase

2011 – Present

I work through the UX process to build better user experiences. This includes both internal and external facing applications. My main tasks include but are not limited to:

- User Research and Reporting
- Information Architecture
- Interaction Design
- Usability Testing & Reporting
- Story Telling
- Sketches & Mockups
- Prototype Development with HTML, CSS & JavaScript
- Persona Creation
- ADA Compliance Champion

Web Designer / eCommerce Coordinator – Univenture

2006 - 2010

In this position I was in charge of managing eight different external facing website. One of these included the main e-Commerce website. My primary focus included but was not limited to:

- Web development, design and maintenance of the eight websites.
- HTML, CSS, JavaScript, PHP and multiple eCommerce platforms.
- Re-design of the several of the websites during the four years with the company.
- Built and sent out the email and web marketing campaigns and tracked the results.
- SEO
- User Research
- Interaction Design
- Sketching and Mockups
- Usability Testing

EDUCATION

User Experience Design

Master of Science
Kent State University, 2016

Certified Usability Analyst

Certification
Human Factors International, 2012

Art and Technology

Bachelor of Fine Arts
The Ohio State University, 2006

UX METHODS

Stakeholder interviews
User research
Story telling
User journeys
Personas
Sketching
Mockups
Usability testing
Analysis/reporting
Wireframes
Prototypes
Iterative design

Technology and Tools

Balsamiq Mockups
Keynote
HTML
CSS
JavaScript / jQuery
Photoshop
Illustrator
Omnigraffle
Sublime/Notepad ++