Joey Kidd

User Experience Lead + Customer Success

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SUMMARY

I dive into the core of issues to find the true value for customers. Continuously understanding their problems allows experiences that helps deliver the promised value. Focusing on customers success & user research allows clarity for the business on the value of their products or services provide. It's a balance between business goals, technical constraints & the experience of the customers.

PROFESSIONAL EXPERIENCE

Experience Design Lead, VP – JPMorgan Chase

2021 – present

I'm engaging with the Cybersecurity, Technology & Controls teams to enable cross communication, information and data sharing. My user experience leadership and driving engagement with our customers has been critical in understanding the true value our product and services can provide. This has ensured our roadmap shows these values as we mature.

UX Lead, IxD – Huntington

2018 – 2021

I translated user and business needs into effective user interactions by listening to users and building out their user journeys, defining flows and layouts. Many UX methods were used to understand the interactions, pain points & goals of our users. I also coordinated cross-team alignment throughout each project.

UX Designer, Associate – JPMorgan Chase

2011 – 2018

I worked through the UX process to build better user experiences. This included customer research, listening to customers and truly understanding their pain points.   The focus of my work was on both internal and external facing applications.

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

Customer Success
User research
Stakeholder interviews
Interaction design
Information Architecture
Wireframes
Prototypes
Mockups
Story telling
User journeys
Personas

Technology and Tools

Figma
Sketch
HTML
CSS
JavaScript / jQuery
Photoshop
Multiple Text Editors