

# Joe Millea

## Product Designer

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## SKILLS

Design Thinking  
Discovery & Research  
Journey Mapping  
Requirements Gathering  
Mockups & Prototypes  
Information Architecture  
Mobile & Responsive Design  
Native App Design  
Competitive Analysis  
User Interviews  
Usability Testing  
Personas  
Interaction Design  
Design Systems  
Adobe XD, Figma, Sketch  
Familiar with - HTML, CSS, Javascript

## EDUCATION

### Google UX Design Certificate

Online, April 2021

Topics included UX research fundamentals, inclusive design, wireframes and high-fidelity prototypes.

### Arizona State University

Doctor of Musical Arts, 2015

### Arizona State University

Master of Music, 2011

### University of Minnesota

Bachelor of Education, 2009

## EXPERIENCE

### Neudesic, an IBM Company — Senior Product Designer

October 2021 - Present

- Shipped casino mobile app, complex sso flow, energy utility revenue protection product, & data & analytics team center of excellence.
- Lead Designer and design systems manager for company wide internal team member product.
- Research/design digital products from conception to release based on client requirements, goals, and budget.
- Gathering requirements for backlog. Participate in Agile/Scrum ceremonies across teams.
- Define requirements using user research, journey/value stream mapping, define information architecture for products as needed.
- Advise clients on potential risks and outcomes.
- Work with internal design system & accessibility groups. Facilitate internal Figma upscaling group.
- Mentor associate level consultants.

### Freelance — UX Designer

May 2020 - Present

- Design front-end mobile & desktop applications
- Conduct stakeholder interviews, user research, created personas, journey maps, wireframes, high fidelity prototypes, and final designs & assets.
- Provide logo design/branding support, graphic design, and video editing when needed.
- Design Interface according to existing branding
- Communicate design to developers.

### Planetary CARE — UX Designer (Volunteer)

September 2020 - Present

- Design a platform for Regenerative Agriculture practitioners
- Conduct user testing and analysis
- Ensure products adhere to WCAG 2.0 and color-blindness guidelines
- Design typography with logical easy to follow hierarchy.
- Ideate with other designers to find best possible solution

### Heartland Marimba — Director of Operations, Technology, & Marketing

December 2016 - Present (Volunteer)

- Manage internal technical needs including, design and maintenance of two websites, organizational documents, assets, processes, and tech stack.
- Design and deliver content for both internal and external consumption including graphic design and photo editing for printed collateral for concert programs, album design, educational materials, social media, and web.