

Joshua Schramm

UX/UI Designer

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About Me

5 years focused on UX/UI Design and previous experience of 20+ years working in graphic design, I thrive on helping clients reach their users with beautiful, intuitive designs.

Skills

Design Skills

Wireframing, Prototyping, User Research, Workshop Facilitation, Illustration, Photo Editing, Motion Graphics

Design Tools

Figma, Sketch, Zeplin, XD, InVision, Balsamiq, PowerPoint, Power BI, Adobe CC- Illustrator, Photoshop, InDesign, AfterEffects, and Premiere

Software Development

HTML, CSS, JavaScript, WordPress

Experience

Zinus.com

UI/UX Designer (Contract) Nov 2020 – Feb 2021

- Conduct research and user testing on current website.
- Based on research, design new info architecture and sketch new layouts for website.
- Create and test wireframes with internal teams.
- Work with UX writer and design hi-res prototypes in XD to test with users.
- Finalize annotated design and design system for development.

DARRAN

Senior Visual Designer (Contract) June 2020 – Oct 2020

- Improved Information architecture for the company using competitive and data analysis using Google Analytics
- Improved traffic, bounce rate and time on page through a home page redesign, starting with sketches, then wireframing in PPT, then designing a hires prototype in XD.
- Designed collateral such as brochures and postcards as well as creating emails and social media posts.
- Branded new products by helping choose and test names and logo options and creating a guide for vendor use of graphics.
- Motion graphics and video for website created using AfterEffects.

Freelance

UX/UI Designer Sept 2019 – June 2020

- Coded and designed a website using HTML, CSS and Javascript for a new Ice Cream Shop after creating their brand and all graphic assets from the ground up using Adobe CC.
- Redesigned website and collateral materials for an executive coaching business, resulting more time on the site and more contacts.
- Email and social media content design to drive increased engagement.
- Packaging design for new albums for local artists as well as matching website and social media graphics.

Experience continued on next page...

Joshua Schramm

UX/UI Designer

Education

Udemy 2020

Web Dev. Bootcamp Certificate

UW Seattle 2016

User-Centered Design Certificate

California State 1999

Teaching Certificate

UC Santa Cruz 1999

Bachelor of Arts

Anchorage Career Center 1995

Communications Design

Experience continued...

Parametric

Art Director July 2015 – August 2019

- Led the design team through a website redesign with an agile dev team. Started with workshops and sketching. Then basic wireframing with PowerPoint followed by hi-res prototypes in Sketch. We tested the prototypes using Invision and worked with the developers to implement the design in 2-week sprints using Zeplin to pass CSS information.
- Created a design system for the firm in Adobe XD for web and email assets as part of a company rebrand.
- Ran workshops to make decisions about new web pages and implemented a process to prototype all new pages in XD.
- Used analytics data and sales interviews to create personas and user journeys to better inform marketing efforts.
- Redesigned and prototyped the Custom Core Platform web app, including data visualizations, using Sketch and InVision.

Lightsource Creative

Senior Designer June 2010 - June 2015

- Sketched designs, then created wireframes in Balsamiq, then hi-res prototypes in Illustrator, Photoshop and HTML for companies such as HP, GE, CA Technologies, and more.
- Successfully managed teams of designers that oversaw the branding compliance for events in the US and Europe that hosted 10,000+ people.
- Graphic design for branding efforts, collateral, emails, video, social media and more.

Additional Previous Design Experience with:

WTC, People For Puget Sound, AECOM, EIP Associates