



Joseph C. Herron

UX, UI and Visual Design and Direction

www.linkedin.com/in/josephherron

www.josephherron.com

design@josephherron.com

724. 433. 1831

Designer / Director

Interface, Experience and Visual Designer, with a proven track record of directing and designing high profile, industry- leading, innovative desktop and mobile applications. Focus and skills include design direction, user interface design, user experience design, visual design, iOS design, web design, graphic design, and animation. Vast experience with client and stakeholder relationships, along with project management, leadership and strategy.

Senior UX, UI and Visual Designer

FTI Technology

Dec 2014 - Jan 2018 Pittsburgh, PA

Senior User Experience, Interface and Visual Designer of the award winning, Ringtail enterprise software and mobile platforms. Implemented design concepts that allowed corporations to streamline their e-discovery process, develop repeatable business processes and apply patented visual analytics to greatly reduce the cost, risk and time associated with e-discovery.

- Lead discovery sessions and directed design in an agile/scrum environment on multiple, simultaneous desktop and mobile products. Designed features and common experiences, defined new patterns and paradigms, along with creation of high-fidelity mockups, UI components and assets.
- Engaged and collaborated with product owners, managers, and development leads to solve complex user and business goals, while empowering excellent, concept models, heuristic reviews, sitemaps, process flows, sketches and wireframes.
- Worked with senior management to lead development and knowledge management of video media and print collateral, in order to bolster in-app new features and brand awareness during trade shows and recruitment events.
- Lead design efforts with FTI Healthcare Division, that developed a patient medical record, error prevention application for Optum Healthcare.

Director of Design and Creative

Herron Design Group

Nov 2011 - Dec 2014 Greensburg, PA

Founded and created a small consultancy design firm specializing in user experience design, marketing and business development. Helped start-up companies, along with fortune 500, increase overall revenue by bridging the gap between the HCI process and marketing.

- Performed analysis of client business models and worked to deliver a cohesive marketing approach through design of existing and proposed touch points.
- Design and execution of client desktop and mobile websites, along with development of interactive applications, games and animation. Bolstered brand awareness through visual advertising, marketing, social media and search engine optimization.
- Directed the design efforts and execution of the next generation, web-based, management application for transplant specific patients in the healthcare environment.

Expertise



Creative and Technical Leadership and Direction



Software, Web and Mobile UX/UI Design



Visual, Graphic and Multimedia Design



Digital and Traditional Animation



Client Relations and Management

Design Tools

Skill

Adobe Photoshop

23 Years Experience

9

Axure

9 Years Experience

8

Adobe Muse

8 Years Experience

9

Adobe InDesign

14 Years Experience

8

Adobe Animate

23 Years Experience

8

Adobe Illustrator

23 Years Experience

7

Sketch

3 Years Experience

7

Adobe Xd

3 Years Experience

9

Creative Director / UX, UI and Visual Designer

Imagine Learning

📅 Sep 2010 - Nov 2011 📍 Pittsburgh, PA

Integral in the design, vision and implementation of a highly innovative distance learning application for the K12 remedial education market. Responsible for overall creative direction and vision of the company's brand.

- Established UX design as the first stage of the application development, instituting a user-centered design approach that advanced company's business objectives.
- Harmonized the product's user interface and user experience and translated brand values to digital interactive, print, web and video media.
- Mentored Interactive Designers, Engineers, and others within the organization on best practices in User Experience Design and User Interface Design, while direct reporting to the SVP of Education.
- Attracted and hired the design team and smoothly interfaced between internal and external design and engineering departments and teams.

Art Director / UX, UI Designer / Animator

iKnowthat.com

📅 Apr 2000 - Sep 2010 📍 Pittsburgh, PA

Principle figure and creative visionary of a web based start-up company focused to ignite a love of learning in every child, by harnessing multimedia and social communication to produce an environment for engaging, interactive and dynamic learning.

- Designed overall vision of user interfaces and user experiences of entire site, along with designing over 50 complex, interactive, multi-user applications.
- Supervised a team of animators, user interface designers, web designers, and graphic designers, along with managing outside creative services and vendor relationships, while direct reporting to the CEO.
- Directed creative and design of spin-off interactive consulting firm, supervising development of Fortune 500 contracts, while maintaining customer and client relations.

Art Director / UX, UI Designer / Animator

Knowledge Adventure

📅 Apr 1996 - Apr 2000 📍 Los Angeles, CA

Directed the art and animation of 16 children's educational software titles, spanning across 30 million users and over 500 awards for various client's such as Fisher-Price, Blizzard Entertainment, Fox Kids, JumpStart and Vivendi.

- Art Direction and Lead designer of over 80 interactive user interfaces and applications.
- Worked closely with senior management to define and design the user experience and interactions, while supervising a team of animators, user interface designers, illustrators and artists.
- Supervised discovery sessions with customers to define new features and interactions, along with character design and user interface concepts.

Education



Edinboro University of Pennsylvania

📅 1991 - 1995

Bachelor of Fine Arts / Applied Media Arts

Client Work



Proud to have worked with these companies

📅 1996 - 2017

Aol

Apangea Math

Aquarius Fishing

CallSource

Capslock

Center Ice

Cosmeo

Discovery

Dynavox

Elcan

FAST

FedEx

Fox Kids

Jumpstart

Kasper Auto

Levin

Matt Bertani Hockey

Mayo Clinic

McGraw Hill

Optum Healthcare

Scholastic

Sisters II Bridal

Universal Studios

World Book

Quote

"Good design is obvious. Great design is transparent."

Joe Sparano