joseph**HERRON**
UX DIRECTOR AND DESIGNER

📞 412.480.1008

✉️ joeherron13@gmail.com

in in/josephherron

💼 www.josephherron.com

I am a Senior User Experience Director with a proven track record of delivering high-profile, industry-leading, innovative desktop and mobile applications. I have a vast experience with client and stakeholder relationships, along with project management, leadership, and strategy.

WORK EXPERIENCE

Qintel | Senior Director of UX Design

📅 Jun 2020 - Present   📍 Pittsburgh, PA

Currently, I am the Senior Director of UX Design, applying user-centric design solutions to a suite of products, solving cybercrime threats, terrorism, and child exploitation with innovative data and technology solutions for Fortune 100 companies, government agencies, and law enforcement.

• Redesign and direction of entire component libraries, design patterns, and work flows, allowing for more intuitive worldwide threat investigations.

• Designing state-of-the-art intelligence tools, interfaces, and data visualizations, allowing government agencies and law enforcement to neutralize malicious attacks.

• Conducting extensive usability testing methodologies, reducing empathy gaps between analysts and investigators.

Virtusa | Director of UX Services

📅 Mar 2018 - Jun 2020   📍 Pittsburgh, PA

Specialized in digital transformation of banking and finance for Virtusa and PNC Bank. In addition to leading the UX design for the digital mortgage team, I was responsible for the creation of responsive design systems and content frameworks, evangelization of design leadership, establishing collaboration, inspiring innovation, and cultivation of design thinking across multiple desktop and mobile applications.

• Helped bolster business relationship from strategic partner, to symbiotic alliance, by consistent delivery of excellence, transparency and valued trust.

• Provided oversight and user-centered design direction to multiple shopping and buying products, including commercial banking, credit cards, auto loans, installment loans, lines of credit and mortgage loans.

• Executed customer analysis and helped drive new revenue opportunities, while expanding Virtusa's footprint within the PNC lines of business.

FTI Consulting | Sr. UX Designer

📅 Dec 2014 - Feb 2018   📍 Pittsburgh, PA

Direction and design of the award-winning Ringtail enterprise software and mobile platforms. Lead discovery sessions and design principles that allowed corporations to streamline their e-discovery process, develop repeatable business processes, and applied patented visual analytics to greatly reduce the cost, risk, and time associated with e-discovery.

• 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 concept models, heuristic reviews, sitemaps, personas, process flows, sketches and wireframes.

★ *Additional work experience is available upon request.*

EDUCATION

Edinboro University of PA

📅 Sep 1991 - Dec 1995

Bachelor of Fine Arts
Bachelor of Applied Media Arts
Minor in Drawing

CLIENTS

AOL   Aquarius   Black Bear Sports Group   CallSource   Capslock   Discovery

Dynavox   Elcan   FedEx   Fox Kids   Jumpstart   Kasper Auto   Mayo Clinic

McGraw Hill   Optum Health   PNC Bank   Scholastic   Universal   Worldbook