

JOSEPH CRIFASI

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TECHNICAL SKILLS AND COMPETENCIES

- Define Strategic Vision, Identify Business Problem Spaces, & Develop Organizational Processes
- Lead, Coach, Mentor, & Develop Design Teams
- User Interface, Interaction Design & Development
- User Experience, Iterative User Research & Testing, Clickable Prototypes
- HTML5, CSS3, JavaScript, jQuery, Bootstrap 4
- Figma, Axure RP Pro, Adobe Creative Cloud (CC) Photoshop, Illustrator
- Great Question, Pendo, Iterative Testing, Surveys & Measurement
- Native Mobile Applications (iOS & Android)
- Lean UX, Object Oriented UX, Agile Scrum, Kanban, SAFe Development Methodologies
- Dual-track / Tri-team Product Development Methodology
- Object-oriented and Atomic-based Design Systems Design / Maintenance

WORK EXPERIENCE

January 2023 - Present

UX Manager | Procare Solutions

Education Technology / Software Development Company

UX Manager (September 2024 - Present)

Lead, coach, and mentor five UX designers across three primary applications. Facilitate training sessions, design reviews, and one-on-one meetings. Maintain contributions to the Figma design system.

- Collaborate with leadership to define strategic vision, business problems, and organizational processes.
- Collaborate with the design team to enhance their skills and knowledge.
- Design information architecture, wireframes, interactions, and visual design elements.
- Conduct research and justify interaction models based on stakeholder feedback and usability testing.
- Collaborate with Development and Product Management to define requirements and acceptance criteria.

Principal UX Designer (January 2023 - September 2024)

Focused on Teacher and Parent engagement across native Mobile Applications (iOS /Android) as well as the responsive Web Application products. This role translated user insights and businesses requirements into customer experiences through user research, personas, journey maps, user flows, sketches, user interface mockups, and clickable prototypes to communicate interaction and design ideas effectively. Helped establish, document, and support the User Experience and User Interface design of the Procare Solutions's suite of applications.

- Design information architecture, wireframes, interactions and visual design elements to support development
- Research and justify interaction models based on stakeholder feedback, user interviews, and usability testing
- Work with Dev and Product Management (Tri-team) to define requirements, user stories, and acceptance criteria
- Work to design, maintain and evolve a Figma-based design system
- Craft the UX outcomes and metrics that complement the initiatives problem statements and KPIs
- Establish and document design patterns that adhere to UX standards, brand-guidelines, and web accessibility
- Object-oriented UX design practice working in a "Tri-team", "Dual-track" product development methodology
- Lead and mentor junior, mid-level, and senior UX designers in user-centered design methods and processes

February 2016 - October 2022

Interaction Design Manager | Mortgage Cadence

Mortgage Technology Solutions / Enterprise-level Software Development Company

Manage a team of UI/UX designers and a UX Writer across 3 enterprise-level applications. Act as UX-specific product owner for all new development. Work collaboratively with Architecture, Product Management, and Development teams on total front-end redesign of our 3 primary product offerings as well as support new and ongoing product development efforts. Lead the design and development of the user experience, user interface, and front-end design.

- Develop and lead a high-performing UI/UX design team
- Design information architecture, wireframes, interactions and visual design elements to support development
- Research and justify interaction models based on stakeholder feedback, user interviews, and usability testing
- Set goals, training objectives and monitor performance of team members
- Act as UX Product Owner for agile scrum team development efforts
- Work with Architecture and Product Management to define requirements, user stories, and acceptance criteria

June 2014 - February 2016

Manager of Interaction Design | ClickBank

eCommerce / SaaS Web Development Company

Manager of Interaction Design (February 2015 - February 2016)

Work collaboratively with product managers and back-end Java engineers on new and ongoing product development efforts for the ClickBank SaaS Platform. Lead the design and development of the platform user experience, user interface, and front-end design and build efforts. Managing team members responsible for front-end development, UI and UX design.

- Develop and lead a high-performing UI/UX design and build team
- Set goals, training objectives and monitor performance of team members
- Work with product team to shape and execute the company roadmap
- Research and justify interaction models based on user interviews and usability testing
- Deploy and measure user interface effectiveness via A/B testing for improvement
- Define and build information architecture, wireframes, comps, interactions and visual design elements for multiple channels including web, mobile, and tablet interfaces.

User Interface Designer (June 2014 - January 2015)

Design, enhancement, and front-end development of new and existing user interfaces for ClickBank's e-commerce SaaS Platform. Work collaboratively with user experience designer to author wireframes, interaction design ideas and visual designs for multiple business groups within the organization.

- Wireframes, comps, and visual design elements for web, mobile & tablet interfaces
- UI design for complex/enterprise Web applications
- UI style guide definition & implementation
- HTML5, CSS3, JavaScript/JQuery

April 2013 - May 2014

User Interface Developer | Cachematrix Holdings, LLC

Financial Software Development Company

Design and development of high quality user interfaces deployed by Cachematrix on behalf of client companies. Work collaboratively with UI team to envision, design and develop new applications and enhancements as well as translate user requirements into conceptual designs and final products.

- User Interface, User Experience
- HTML5, CSS3, JavaScript/JQuery
- Cross/Legacy Browser Support and Compatibility

March 2008 - April 2013

Web Designer | College for Financial Planning

Continuing Education for Financial Professionals

Web & UI Design - Full design and development of primary consumer-based website and mobile companion website. Re-design of student and alumni website user interfaces (UIs). Design and development of all HTML and web-based marketing.

Graphic Design - Re-branded the college's course information sheets and materials packaging along with general design support to sales and marketing.

January 2006 - January 2008

Graphic User Interface Analyst & Designer | Mortgage Cadence

Mortgage Technology Solutions / Enterprise-level Software Development Company

GUI – Worked with a team of business analysts and software developers to enhance the efficiency, usability and aesthetics of new and existing interfaces for Mortgage Cadence's enterprise lending software.

Graphic Design - Concept and design of promotional materials including re-branding of company's website, product and technical information sheets, letterhead, company information packages along with general graphical support to marketing and sales.

EDUCATION

Master of Science Degree | 2013

Information and Communications Technology, Web Design & Development

University of Denver

Bachelor of Arts | 2003

Graphic Design / Visual Communications

Art Institute of Colorado