

JOSEPH CRIFASI

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TECHNICAL SKILLS AND COMPETENCIES

- User Interface & Interaction Design & Development
- User Experience, Heuristic Evaluation, Iterative User Testing
- HTML5, CSS3, JavaScript, jQuery, Bootstrap 4
- Adobe Creative Cloud (CC) Photoshop, Illustrator, InDesign, XD
- Axure RP Pro 8
- Microsoft Visual Studio Code / Microsoft Visual Studio Professional
- Lean UX / Agile Scrum / Kanban / SAFe Development Methodologies

WORK EXPERIENCE

February 2016 - Present

Interaction Design Manger | Mortgage Cadence

Mortgage Technology Solutions / Enterprise-level Software Development Company

Work collaboratively with Architecture, Product Management, and Development teams on total front-end redesign of 3 primary product offerings as well as support new and ongoing product development efforts for the remaining applications. Lead the design and development of the user experience, user interface, and front-end design. Manage team members responsible for front-end development, UI and UX design, and act as UX-specific product owner for all new development.

- 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
- Develop and lead a high-performing UI/UX design team
- 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 (ClickBank 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 (ClickBank 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 (GUI) 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.

July 2005 - December 2005

Graphic Designer | Heppner + Bourque

Marketing and Design Agency

Design of marketing and advertisement materials for Gates Rubber Company, Napa Auto Parts and Carquest Auto Parts. Creation of package design, promotional sell-sheets, trade publication advertisements.

May 2003 - July 2005

Graphic Designer | National Distribution Company & Grand Vin

Wine and Spirits Distribution Company

Design and production of printed materials for more than 200 clients. Creation and distribution of marketing materials including promotional posters, informational product brochures, and various other point-of-sale materials for use in the marketplace.

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

