

Joseph Ehler

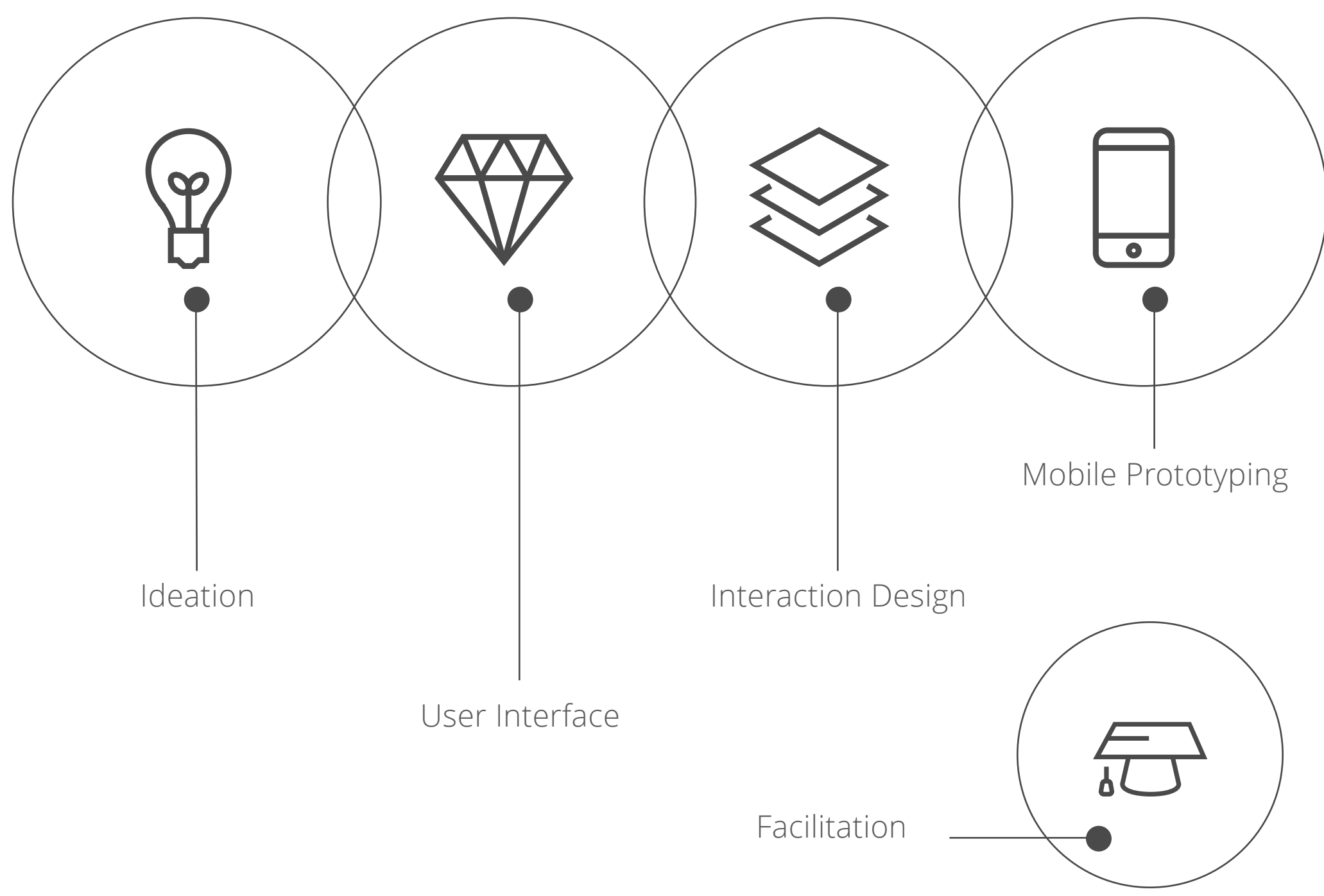
UI & Interaction Designer

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PERSONAL STATEMENT

San Francisco-based Interaction Designer and educator with a background in photography and healthcare. I'm passionate about creating lean, effortless, and humble people experiences. My approach in becoming part of your company is to bring easy-to-use product designs paired with a go-getter attitude.

MY SPECIALTIES



PROJECT EXPERIENCE

November 2015 | Project Duration: 3 Weeks
UX | UI Design Student
Tricella Smart Pillbox

Two-week client project • Collaborated directly with stakeholder and users to define a clear design direction for Tricella Smart Pillbox • Conducted Competitive Analysis, User Interviews, Contextual Inquiry & Journey Mapping to help define the user model and user interface • Re-designed the Tricella App user interface using gamification mechanics & social interaction elements to promote an engaging user experience

October 2015 | Project Duration: 2 Weeks
UX | UI Design Student
Little Caesars Pizza

Two-week team project • Tasked with designing a mobile app experience to increase customer engagement • Utilized design best practices to inform a redefined problem statement and design direction to improve the effectiveness of Little Caesar's digital products and features • Design User Interface for Front-of-House, Back-of-House, & iOS Mobile platform to execute efficiency in core service functions.

October 2015 | Project Duration: 2 Weeks
UX | UI Design Student
The Rainbow

Two-week solo project • Tasked with creating an e-commerce website for The Rainbow toy store to promote increased customer engagement & retention • Conducted Competitive & Comparative Analysis, User Research, Information Architecture to inform design direction • Design User Interface using heuristic best practices in the e-commerce space allowing for an intuitive user experience.

WORK EXPERIENCE

From May 2016 to June 2016
Interaction Design Consultant
RAPP Media. San Francisco, California

- Collaborate closely with RAPP Media's multi-disciplinary team to lead the re-design of the Charles Schwab Investment Management website, a B2B platform for Registered Investment Advisors.
- Performed Content Audit, Competitive & Comparative Analysis, Wireframes, Web & Mobile Interaction Prototyping to create an engaging homepage experience that communicates the essence of the CSIM story in a concise and compelling fashion. Key objectives: build brand awareness, build credibility, portray industry leadership, promote featured content, and highlight product categories.
- Lead Flint for Mac workshop for the multi-disciplinary team to better align designers to advanced interactive prototyping.

From March 2016 to May 2016
UI/Interaction Design Consultant
Aurora App. San Francisco California

- Consulted with early stage startup focused on increasing digital accessibility to sober living communities through 4 day design sprint.
- Conducted Competitive Analysis, Information Architecture, Wireframe Building, Mobile Interaction Prototyping.

From January 2016 to Present
UXD Designer in Residence
General Assembly. San Francisco, California

- Administer 400+ hrs of instructional leadership to inspire 28 students through 1:1 mentorship and group discussions focused on the following topics: User Experience Process, User Research and Personas, Usability Testing, Competitive & Comparative Analysis, Information Architecture, Interface Design, Wireframing, Visual Design, Mockups, and Prototyping.

From March 2014 to September 2014
Hub Manager
Sprig. San Francisco California

From March 2007 to December 2013
Medical Assistant and Administrator
United States Navy. Multiple Locations

DESIGN SKILLS

01 Computer

Sketch App
Invision App
Flinto for Mac
Principle for Mac
Adobe Photoshop
Adobe Lightroom
Wordpress
Basic Excel & SQL

02 Knowledge

Landscape Analysis • Secondary Research • User Interviews • Immersion • Analogous Inspiration • Card Sort • Affinity Map • Persona Building • Journey Map • Story Board • Brainstorm • Concept Map • User Flows • Rapid Prototype • Iterative Feedback

EDUCATION

GENERAL ASSEMBLY
SAN FRANCISCO, CALIFORNIA | 2016
DATA ANALYTICS

ACADEMY OF ART UNIVERSITY
SAN FRANCISCO, CALIFORNIA | 2013-15
COURSEWORK IN PHOTOGRAPHY

GENERAL ASSEMBLY
SAN FRANCISCO, CALIFORNIA | 2015
USER EXPERIENCE DESIGN IMMERSIVE