

Joe Jobscan

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UX DESIGNER | UI DESIGNER | PRODUCT DESIGNER

User experience and visual designer with passion for problem solving and knack for storytelling with impact. Organized and intuitive, with strong attention to detail. Flexible and adaptable, works independently and collaboratively. Articulate and communicative, with excellent communication skills.

UX design | digital design | visual design | Adobe Creative Suite (strong proficiency with Adobe Creative Cloud, Illustrator, Photoshop, InDesign; working knowledge of Adobe XD) | Sketch | inVision | MS Office Suite (Word, PowerPoint, Excel) | SharePoint | basic HTML and CSS

PROFESSIONAL EXPERIENCE

Spectrum Communications, Chicago, Illinois

Contract Digital Communications Analyst | October 2019 to December 2019

Supporting the internal change management team of a large financial institution in designing communications to stakeholders across the enterprise.

- Collaborating on a team to develop data visualizations and layouts for internal dashboards.
- Managing content for intranet postings and change resources for internal audiences.

American Medical Association, Chicago, Illinois

Senior E-Communications Specialist | Mar 2018 to Nov 2018

Oversaw brand expression for large projects; directed creative for video, illustration, and animation projects; applied UX and user-centered design principles to support user needs and customer engagement; led design reviews, creative briefs, social media campaigns.

- Effectively improved engagement among end users by leading design thinking sessions to build empathy and understanding among leadership and coaches.
- Developed wireframes, and web design mockups to specification for AHA Center for Health Innovation website, collaborating with front end web developers and garnering enthusiastic response and use among external and internal stakeholders.
- Led internal functions to bridge silos and foster collaboration.

American Medical Association, Chicago, Illinois

E-Communications Specialist | Apr 2015 to Mar 2018

Led and implemented innovative strategies in digital communications and educational presentations; developed and deployed brand guidelines for national quality improvement programs; oversaw improvement teams; co-led 16-member proofreading QA team; supported data visualization.

- Successfully led cross-functional team improving end-to-end digital experience using service blueprinting, reducing technical troubleshooting needs by 90%.

- Oversaw 90-day sprint team qualitative research data collection and documentation.
- Applied data driven approach to information architecture, improving end user satisfaction.
- Improved compliance with business requirements by an estimated 30% by designing an engaging touchpoint with focus on program data collection and education.

Ronald McDonald House Charities | Chicago, IL
Graphic Design Intern | Feb 2015 to Sept 2015

Designed print and electronic communication to support mission and vision.

- Concept and design of 2014 annual report.
- Layout of print publications.

American Medical Association | Chicago, Illinois
Research Specialist | Jan 2009 to Apr 2015

Designed print and electronic visual communications and coordinated with external designers; wrote and edited newsletter and report copy and educational materials; led process improvement teams.

- Led team to research best practices and collaborate around responsive design of electronic messaging and increased open rate of HRET Newsletter by more than 12%.
- Developed and delivered training presentation to 26 staff to provide guidance on visual design principles and typography, resulting in improved usability and effectiveness of marketing communications materials across the organization.
- Leveraged web technologies to support national quality improvement programs and managed contractors, timelines, and budget.

American Medical Association, Chicago, Illinois
Communications Coordinator | Aug 2003 to Jan 2009

Wrote health care industry trade press articles, literature reviews, program reports, and press releases; coordinated publishing and the design, production, and distribution of print materials.

EDUCATION

Sarah Lawrence College, Yonkers, NY **August 2000-June 2003**
Master of Arts, Creative Writing, Nonfiction

PROFESSIONAL AFFILIATIONS

AIGA, the Professional Association for Design
 Planning Committee,