

Joshua Schramm

UX/UI Designer

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About Me

9 years focused on UX/UI Design and previous experience of 20+ years working in graphic design, I thrive on helping clients reach their users with beautiful, intuitive designs.

Skills

Design Skills

Wireframing, Prototyping, User Research, Workshop Facilitation, Illustration, Photo Editing, Motion Graphics, Service Blueprints, CX

Design Tools

Figma, Sketch, Zeplin, Adobe XD, InVision, PowerPoint, Power BI, Adobe CC- Illustrator, Photoshop, InDesign, AfterEffects, and Premiere

Software Development

HTML, CSS, JavaScript, WordPress, Git Hub, Agile Development

Experience

Slalom

Senior UX Consultant May 2021 – Present

- In the role of Product Owner and UX Designer for Standard Insurance's Design System Team, I helped update the Design System files from Sketch to Figma, expanded the library, and helped increase adoption across the firm. For the design system, I set up a documentation portal using ZeroHeight as well. Day-to-day I managed the team of developers that created the components and documentation for the Design System. I also participated in other activities helping build the team and find qualified designers to hire.
- I was placed in multiple different roles at Amazon as a UX Designer. During my time there I conducted research, interviewed users, and created product strategies for various projects, including a new Marketing calendar, an application to collect and manage data for climate change modeling, and an application to manage workflow and reporting for the Analyst Relations team.
- My first role at Slalom was for my previous employer, the financial firm, Parametric. I worked with the Institutional Investors team to design a Portal for both the internal staff and clients to use to manage their investments. This involved interviewing the various staff and creating personas, developing a strategy and goals for the project, conducting an audit of the current state, wireframing and ultimately designing a hi-res prototype in Adobe XD. I handed off annotated prototypes and documentation to be developed.
- Worked in a UX Design role with a team at Microsoft to redesign develop an app for managing funded headcount globally.
- Worked on several UX and CX Design projects in Salesforce for Boeing Sales and other teams.

Zinus.com

UI/UX Designer (Contract) Nov 2020 – Feb 2021

- Conduct research and user testing on current website.
- Based on research, design new info architecture and sketch new layouts for website.
- Create and test wireframes with internal teams.
- Work with UX writer and design hi-res prototypes in XD to test with users.
- Finalize annotated design and design system for development.

Experience continued on next page...

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Education

Salesforce 2023
UX Design Certification

Udemy 2020
Web Dev. Bootcamp Certificate

UW Seattle 2016
User-Centered Design Graduate Certificate

California State 1999
Teaching Certificate

UC Santa Cruz 1999
Bachelor of Arts

Experience continued...

DARRAN

Senior Visual Designer (Contract) June 2020 – Oct 2020

- Improved Information architecture for the company using competitive and data analysis using Google Analytics
- Improved traffic, bounce rate and time on page through a home page redesign, starting with sketches, then wireframing in PPT, then designing a hires prototype in XD.
- Designed collateral such as brochures and postcards as well as creating emails and social media posts.
- Motion graphics and video for website created using AfterEffects.

Freelance

UX/UI Designer Sept 2019 – June 2020

- Coded and designed a website using HTML, CSS and Javascript for a new Ice Cream Shop after creating their brand and all graphic assets from the ground up using Adobe CC.
- Redesigned website and collateral materials for an executive coaching business, resulting more time on the site and more contacts.
- Email and social media content design to drive increased engagement.
- Packaging design for new albums for local artists as well as matching website and social media graphics.

Parametric

Art Director July 2015 – August 2019

- Managed several creatives on the Design, Digital Marketing Team, and the Internal Communications teams.
- Led the design team through a website redesign with an agile dev team. Started with workshops and sketching. Then basic wireframing with PowerPoint followed by hi-res prototypes in Sketch that were user-tested.
- Created a design system for the firm in Adobe XD for web and email assets as part of a company rebrand.
- Ran workshops to make decisions about new web pages and implemented a process to prototype all new pages in XD.
- Used analytics data and sales interviews to create personas and user journeys to better inform marketing efforts.
- Redesigned and prototyped the Custom Core Platform web app, including data visualizations, using Sketch and InVision.

Lightsource Creative

Senior Designer June 2010 - June 2015

- Sketched designs, then created wireframes in Balsamiq, then hi-res prototypes in Illustrator, Photoshop and HTML for companies such as HP, GE, CA Technologies, and more.
- Successfully managed teams of designers that oversaw the branding compliance for events in the US and Europe that hosted 10,000+ people.

Additional Previous Design Experience with:

WTC, People For Puget Sound, AECOM, EIP Associates