

JOSHUA KUEY

UX/UI DESIGNER

PROFILE

I am a process-oriented UX/UI Designer with a background in web design, web development, sociology, and psychology. I am driven by empathy and a problem-solving desire. I seek to build high performing digital products through iterative processes that drive meaningful, well-thought solutions. I have worked with clients and businesses from health-care, digital-marketing, non-profit, education, start-up, and fitness industries.

CONTACT

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SKILLS

User-Centered Design

User Research

Low to High Fidelity Design & Prototyping

Mobile/Responsive design

Web Development

Sketching

Personas

Wireframing

Data Visualization

Landing Pages

Strategy Development

TOOLS

Adobe Creative Suite (Illustrator, Photoshop,

InDesign, XD)

Sketch

Wordpress CMS

HTML/CSS, Javascript, jQuery, PHP, Bootstrap

Draw.io

CPanel

GIT

EXPERIENCE

OMF INTERNATIONAL | DEC 2017 - PRESENT

UX/UI Web Designer

- Conducted user research and developed personas. Delivered prototypes, user flows, wireframes of varying fidelity to test assumptions and concepts.
- U.S. Website (Redesign Project) - Led redesign of OMF International's U.S. website. Converted prototypes to custom responsive Wordpress CMS.
- Newsletter Blog Template - Collaborated with internal teams & graphic designers to refine design features through user-testing, wireframes, prototyping. Increased opening rate average (+44%) while enhancing user engagement and interaction.
- Designed custom graphic sets, data visualizations, and pamphlets for marketing and social media campaigns.

UPDOC MEDIA | JUL 2016 - PRESENT

Lead Web Designer (UX/UI Focused)

- Translated wireframes, mockups, and guidelines into responsive HTML/CSS/Javascript and custom WordPress CMS, landing pages, & digital graphics.
- Implemented modern UX/UI and responsive design techniques, which helped grow active client base. Elevated experience and design quality across products and flagship business.
- Conceptualized an average of two minor websites or one major website per month.
- Worked directly with clients, sales, and marketing departments to establish internal/external UX/UI standards and vision for website projects.

PORTFOLIUM INC. | FROM APRIL 2016 - MAY 2016

Web Developer Intern

- Collaborated with development teams to conceptualize and implement email templates.
- Designed and prototyped email templates using Sketch. Converted mock files into HTML, CSS, PHP.
- Created data visualization charts to display data. Used Chart.js and SQL.

FREELANCE WEB DESIGNER | 2015 - PRESENT

- Worked with clients to create prototypes, interaction designs, wireframes, websites, graphic designs across multiple screen devices (mobile, web, desktop).
- Designed assets for start-ups, churches, and local businesses.
- Created brand assets, logos, banners, marketing materials, and websites for clients.

EDUCATION

Interaction Design Foundation

- Courses: user research, interaction design, user interface design, usability, testing

Learn Academy (Full-Stack Web Development Bootcamp)

JAN 2016 - MAY 2016

- Applied full-stack development skills in Ruby/Rails, jQuery, JavaScript, HTML & CSS, GIT, RSpec Testing, API & App Connections, Pair Programming.
- Led the design process for the final project "StudyCup", a web application built with HTML, CSS, Ruby/Rails, jQuery, Javascript.

UC Irvine, B.A. in Sociology, Minor in Cognitive Psychology

SEP 2009 - JUN 2014

- Pursued a passion for societal development and human psychology.