JOY VUIJK

SUMMARY

I am a multi-disciplinary user experience designer with 18+ years of experience creating award winning websites & applications guided by human-centered research, interaction design thinking and a strong visual esthetic. I encourage interdisciplinary teamwork while providing steady leadership and building teams. My goal is to develop intuitive solutions for complex problems that not only address the business vision but respond with empathy to the needs of real people, not users.

With an ability to convey complex information clearly, I work extremely well with nontechnical team members and clients. My personality and communication skills lend a gentle, friendly approach to communication that builds strong, trusting relationships.

EXPERIENCE

INTL FCStone, Senior UX Design
September 2016 - Present

Founded and currently lead the company's UX team consisting of on site, remote and contract team members. Established UX design as the first stage of project planning, instituting a user-centered design approach with an emphasis on research, strong information architecture and graceful user interfaces. Convey design concepts and deliverables to business partners and clients through in-person and remote presentations. Continually learning and applying new UX skills, processes and adopting new tools to overcome pain points and further the knowledge of team members. Driving adoption of UX within the company by gaining trust at the executive level and via working closely with team members in a collaborative environment. I balance my time between applying design thinking to inform broader product strategies, diving deep into design to create delightful experiences based on user insights and business goals while managing and mentoring other designers.

Fulcrum Consulting, DuPont Pioneer - Senior UX Engineer
December 2015 - September 2016

Responsible for application design and information architecture for new digital experiences while evolving and strengthening existing within the Connex project at DuPont Pioneer. As the lead designer, I envisioned the future of the application while also managing additional UI/UX team members and interfacing with the business.

UX SKILLS

User-centered Design
Interaction Design
Information Architecture
UX Research
Usability Testing
Mobile UX
Persona Creation
Stakeholder Interviews
Interactive Prototyping
Wireframing
Lean UX

SOFTWARE SKILLS

Adobe XD
Indesign
Photoshop
Dreamweaver
Illustrator
Sketch
Adobe Acrobat
InVision App
LookBack.io

Apex Consulting, Alfa Insurance - Lead UI/UX Developer

June 2015 - November 2015

As the Lead UI/UX Developer (designer) at Alfa Insurance I was responsible for interfacing on a daily basis with the business, project analysts and developers to create highly usable products. My key responsibility was the development of a new application that is used in the field (agents and customer services representatives) to access customer information from Guidewire and legacy systems. Introduced user-centered design thinking, UX philosophies and practices across teams and lines of business. I was responsible for all UI/UX deliverables including wireframes, prototypes, mock-ups, requirements, documentation, standards/style guides and usability testing.

Alabama Interactive, Graphic Designer - UI/UX/Branding/Marketing

February 2010 - June 2015

Worked closely with development teams to create intuitive and streamlined interfaces for websites, online applications (payment processing, online courses, data collection) and mobile apps that redefined the market landscape while ensuring the attainment of clients' (state government) business and marketing objectives and brand strategies. As the sole designer, I was involved in all aspects of projects including client meetings and introduced user-centric design thinking.

Montgomery Advertiser, Online Production Coordinator

August 2007 - February 2010

Provided critical in-house creative and operational support for fast paced editorial and sales departments. Responsible for creation, management and development of all online projects and initiatives. Coordinated with departments to ensure projects met specifications and deadlines. Created all project designs and implemented any needed scripting. Developed analytics reporting for quantitative research for user insight. Managed execution of sales driven internet programs for revenue based online programs & campaigns.

AMTREN Corporation, Multimedia Design and Marketing

August 2001 - August 2007

Managed interactive and e-commerce initiatives; performed technical coding, reviews, and testing; and worked closely with senior executives to conceptualize, design, and launch corporate external and internal sites furthering company goals. Designed GUI for internally developed CD & DVD duplication automation software to be used in conjunction with existing and new optical technology designed and manufactured by Amtren. Designed, implemented and configured corporate helpdesk for use with all customer support calls and email. Developed landing pages used in lead generating/tracking, client contact, office management and customer support. Produced all branding, advertising, collateral material and product photography.

ADDITIONAL SKILLS

Responsive Design
UI Design
Material Design Standards
Analytics
Agile Methodology
Drupal
Wordpress
HTML5/CSS3

TRAINING

UXC -User Experience
Certified, Speciality in
Management - NNGroup

Crucial Conversations