

Joe Izzo UX/UI Designer

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I am an innovative thinker who prioritizes the needs of users and stakeholders. Driven by a commitment to service, exceptional experiences, and effective problem-solving, I strive to achieve the impossible by leveraging my expertise in UX and technology.

Freelance : UX Designer | Jan 2023-Present 2024

- Led stakeholder sessions through research and discovery phases, transitioning seamlessly into design and delivery cycles.
- Collaborated cross-functionally with Development, UX Designers/Researchers, and Product Management teams to create high-quality enterprise B2B applications.
- **Continued my UX education by Completing the Google UX Design Professional Certificate**

UL Solutions: UX Designer | Aug 2022-Jan 2023

- **Improved user experience across data-intensive tables and workflows, focusing on seamless data input and navigation throughout application pages.**
- Applied expertise in UX design for dashboards and reporting software, including information architecture, interaction design, and UI design.
- Translated user requirements into visual assets, maintaining consistency and usability across design deliverables.
- Analyzed and synthesized quantitative and qualitative data, presenting actionable findings and recommendations to inform design decisions.
- Leveraged research and usability strategy deliverables such as discovery findings, mental models, user journey maps, and prototypes.

GAINSystems: UX/UI Designer | Feb 2021-Dec 2021

- Worked closely with product owners, implementation services, and clients to understand user objectives across multiple sets of stakeholders such as end-users, consultants, and executives.
- Proposed strategic UX design principles that enhanced the user experience across all and each set of stakeholders.
- Applied expertise to guide the organization in creating a cohesive user experience in all designs using Balsamiq and Figma.
- **Redesigned their current software through Ux research findings, lo-fi and hi-fi prototyping improving customer satisfaction by 80%**
- Worked with our front end developers using Javascript to optimally use UI development platform and technology they currently utilize and where needed.

General Assembly: UX/UI Designer | Dec 2019-Mar 2020

- Shaped and designed an e-commerce experience for a Chicago-based small business by interviewing stakeholders and customers, reworking the site's information architecture, and building and testing mid-fidelity wireframes based on human/interaction-centered designs.
- Mentored and guided less experienced designers, fostering their professional growth and development.

SKILLS / VALUES

- *Failing Fast*
- *Asking for Help*
- *Loyalty*
- *Service*
- *Driven*
- *Learning from Mistakes*
- *Figma*
- *Connection*
- *User Research*
- *Adobe Design Suite*
- *Empathy*
- *Faith*

EDUCATION

- *General Assembly, Chicago - UX/UI*
- *Google UX Certificate*
- *North Park University*

INTERESTS

- *Music and song writing*
- *Cooking*
- *Research and data*
- *Technology*
- *Relationships*