



**Joseph C. Herron**  
 Senior UX, UI and Visual Design Director  
 Greater Pittsburgh Area

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## Summary

I am a Senior Interface, Experience and Visual Designer, with a proven track record of directing and designing high profile, industry-leading, innovative desktop and mobile applications. My focus and competencies include creative direction, user interface design, user experience design, visual design, iOS design, web design, graphic design, and animation. Vast experience with client and stakeholder relationships, along with project management, leadership and strategy.

## Senior UX, UI and Visual Designer

### FTI Consulting

Dec 2014 - Present Pittsburgh, PA

Currently, I am a Senior User Experience, Interface and Visual Designer of the award winning, Ringtail enterprise software and mobile platforms. Ringtail enables corporations to streamline their e-discovery process, develop repeatable business processes and apply Ringtail's patented visual analytics to greatly reduce the cost, risk and time associated with e-discovery.

- Directing design in an agile environment on multiple, simultaneous desktop and mobile products, designing features and common experiences, defining new patterns and paradigms, along with creation of UI components and assets.
- Leading discovery sessions with clients and stakeholders to define features and interaction, leading to high-fidelity mockups for the design and product development teams.
- Engaging and collaborating with product owners, managers, and development leads to solve complex user and business goals, while empowering excellent, high-quality visual designs, concept models, heuristic reviews, sitemaps, process flows, sketches and wireframes.

## Senior UX, UI Designer

### Management Science Associates

Jul 2013 - Oct 2014 Pittsburgh, PA

Directed the design efforts and execution of the next generation, web-based, management application for transplant specific patients in the healthcare environment.

- Drove and designed initial vision and brand, while developing core user experience guidelines, directing and executing the interactive design and collaborating with internal and off-shore front and back-end development teams and business analysts.
- Translated complex clinical and surgical requirements into intuitive user-centered experiences and high fidelity prototypes. In addition, I designed the user interface assets, tools, widgets and components throughout entire application, while maintaining a comprehensive UI styleguide.
- Led many interactive user experience discovery sessions, utilizing mental modeling, mind mapping and real-time collaborative wireframe design sessions with clinical and surgical staff.
- Mentored executive teams, business analysts, developers and designers in all aspects of human-computer interactions and matured the internal design process and flow.

## Expertise



Creative and Technical Leadership and Direction



Software, Web and Mobile UX/UI Design



Visual, Graphic and Multimedia Design



Digital and Traditional Animation



Client Relations and Management

## Design Tools

## Skill

Adobe Photoshop

21 Years Experience

9

Axure

8 Years Experience

8

Adobe Muse

7 Years Experience

9

Adobe InDesign

13 Years Experience

8

Adobe Animate

21 Years Experience

8

Adobe Illustrator

21 Years Experience

7

Sketch

2 Years Experience

7

Adobe Xd (Beta)

1 Year Experience

9

## Director of Creative and Design

### Herron Design Group

Nov 2011 - Jul 2013 Greensburg, PA

Founded and created a small consultancy design firm specializing in user interface design, marketing and business development. Helped start-up companies, along with fortune 500, increase overall revenue by bridging the gap between the HCI process and marketing.

- Performed analysis of client business models and worked to deliver a cohesive marketing approach through design of existing and proposed touch points.
- Design and execution of client desktop and mobile websites, along with development of interactive applications, games and animation. Print design of collateral, signage, flyers, brochures and business cards.
- Bolstered brand awareness through visual advertising and marketing, social media, interactive applications and search engine optimization.

## Creative Director / UX, UI and Visual Designer

### Apangea Math

Sept 2010 - Nov 2011 Pittsburgh, PA

Integral in the design, vision and implementation of a highly innovative distance learning application for the K12 remedial education market. Responsible for overall creative direction and vision of the company's brand.

- Harmonized the product's user interface and user experience and translated brand values to digital interactive, print, web and video media.
- Attracted and hired the design team and smoothly interfaced between internal and external departments.

## Art Director / UX, UI Designer / Animator

### iKnowthat.com

Apr 2000 - Sept 2010 Pittsburgh, PA

Principle figure and creative visionary of a web based start-up company focused to ignite a love of learning in every child, by harnessing multimedia and social communication to produce an environment for engaging, interactive and dynamic learning.

- Designed overall vision of user interfaces and user experiences of entire site, along with designing over 50 complex, interactive, multi-user applications.
- Supervised a team of animators, user interface designers, web designers, and graphic designers, along with managing outside creative services and vendor relationships, while direct reporting to the CEO.

## Art Director / UX, UI Designer / Animator

### Knowledge Adventure

Apr 1996 - Apr 2000 Torrance, CA

Directed the art and animation of 16 children's educational software titles, spanning across 30 million users and over 500 awards for various client's such as Fisher-Price, Blizzard Entertainment, Fox Kids, JumpStart and Vivendi.

- Art Direction and Lead designer of over 80 interactive user interfaces and applications.
- Worked closely with users to define and design the user experience and interactions, while supervising a team of animators, user interface designers, illustrators and artists.

## Education



Edinboro University of Pennsylvania

1991 - 1995

Bachelor of Fine Arts / Applied Media Arts

## Client Work



Proud to have worked with these companies

1995 - 2016

Aol

Apangea Math

Aquarius Fishing

CallSource

Capslock

Center Ice

Cosmeo

Discovery

Dynavox

Elcan

FAST

FedEx

Fox Kids

Jumpstart

Kasper Auto

Levin

Matt Bertani Hockey

Mayo Clinic

McGraw Hill

Mobile MIX

Scholastic

Sisters II Bridal

Universal Studios

World Book

## Quote

"Good design is obvious. Great design is transparent."

Joe Sparano