



Joseph C. Herron
 Senior UX, UI and Visual Designer
 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 skills 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 interactions, 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.
- Working with senior management to lead development and knowledge management of video media and print collateral, in order to bolster in-app new features and brand awareness during trade shows and recruitment events.

Director of Creative and Design

Herron Design Group

Nov 2011 - Oct 2014 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.

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

2 Years Experience

9

Creative Director / UX, UI and Visual Designer

Imagine Learning

📅 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.

- Developed design concepts that advanced company's business objectives and advanced brand.
- Harmonized the product's user interface and user experience and translated brand values to digital interactive, print, web and video media.
- Mentored Interactive Designers, Engineers, and others within the organization on best practices in User Experience Design and User Interface Design, while direct reporting to the SVP of Education.
- Attracted and hired the design team and smoothly interfaced between internal and external design and engineering 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.
- Directed creative and design of spin-off interactive consulting firm, supervising development of Fortune 500 contracts, while maintaining customer and client relations.

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 senior management to define and design the user experience and interactions, while supervising a team of animators, user interface designers, illustrators and artists.
- Supervised discovery sessions with customers to define new features and interactions, along with character design and user interface concepts.

Education



Edinboro University of Pennsylvania

📅 1991 - 1995

Bachelor of Fine Arts / Applied Media Arts

Client Work



Proud to have worked with these companies

📅 1996 - 2017

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