



# Joseph HERRON

UX DIRECTOR & DESIGNER

I am an Experience, Interface and Visual Director and Designer, with a proven track record of delivering high profile, industry leading, innovative desktop and mobile applications. I have a vast experience with client and stakeholder relationships, along with project management, leadership and strategy.

## CONTACT INFO

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Greensburg, PA 15601

## EDUCATION

- Edinboro University of PA**  
 Sep 1991 - Dec 1995  
Bachelor of Fine Arts  
Bachelor of Applied Media Arts  
Minor in Drawing

## SKILLS

- Design direction
- UX design
- Client relations
- Stakeholder relations
- Wireframing & UI prototyping
- Design strategy
- User empathy
- UX research
- Interaction design
- Visual communication
- Collaboration
- Analytics
- Business leadership
- Technical leadership
- Vision
- Storytelling
- Problem solving
- Traditional animation

## WORK EXPERIENCE

### Qintel | Director of UX Design

Jun 2020 - Present Pittsburgh, PA

Currently, I am the Director of UX design, applying user-centric design solutions to a suite of products, solving cybercrime threats, terrorism and child exploitation with innovative data and technology solutions, for fortune 100 companies, government agencies and law enforcement.

- Redesign and direction of entire component libraries, design patterns and work flows, allowing for more intuitive worldwide threat investigations.
- Designing state-of-the-art intelligence tools, interfaces and data visualizations, allowing government agencies and law enforcement to neutralize malicious attacks.
- Conducting extensive usability testing methodologies, reducing empathy gaps between analysts and investigators.

### Virtusa | Director of UX Services

Mar 2018 - Jun 2020 Pittsburgh, PA

Specialized in digital transformation of banking and finance for Virtusa and PNC Bank. In addition to leading the UX design for the digital mortgage team, I was responsible for the creation of responsive design systems and content frameworks, evangelization of design leadership, establishing collaboration, inspiring innovation, and cultivation of design thinking across multiple desktop and mobile applications.

- Helped bolster business relationship from strategic partner, to symbiotic alliance, by consistent delivery of excellence, transparency and valued trust.
- Provided oversight and user-centered design direction to multiple shopping and buying products, including commercial banking, credit cards, auto loans, installment loans, lines of credit and mortgage loans.
- Executed customer analysis and helped drive new revenue opportunities, while expanding Virtusa's footprint within the PNC lines of business.

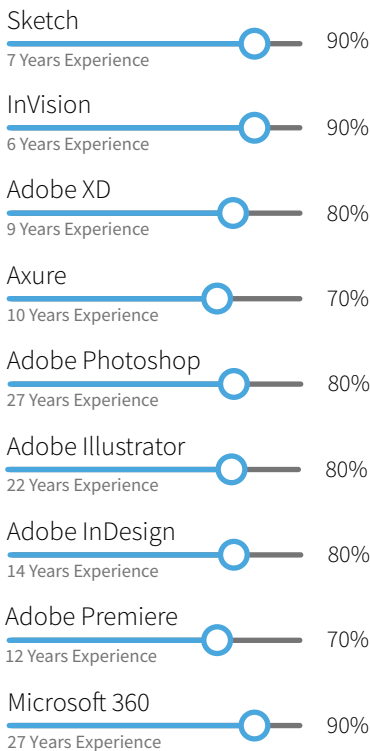
### FTI Consulting | Sr. UX Designer

Dec 2014 - Feb 2018 Pittsburgh, PA

Direction and design of the award winning, Ringtail enterprise software and mobile platforms. Lead discovery sessions and design principles that allowed corporations to streamline their e-discovery process, develop repeatable business processes and applied patented, visual analytics to greatly reduce the cost, risk and time associated with e-discovery.

- Directed design in an agile/scrum environment on multiple, simultaneous desktop and mobile products. Designed features and common experiences, defined new patterns and paradigms, along with creation of high-fidelity mockups, UI components and assets.
- Engaged and collaborated with product owners, managers, and development leads to solve complex user and business goals, while empowering concept models, heuristic reviews, sitemaps, personas, process flows, sketches and wireframes.

## SOFTWARE EXPERIENCE



## Herron Design Group | Director of Design and Creative

📅 Sep 2010 - Dec 2014 📍 Greensburg, PA

Founded and created a small consultancy design firm specializing in user experience 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 brand 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. Bolstered brand awareness through visual advertising and marketing, social media, interactive applications and SEO.

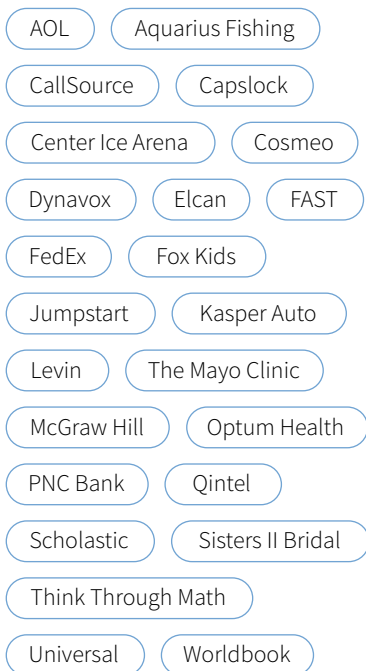
## The Art Institute | Instructor (Part-time)

📅 Apr 2001 - Jun 2005 📍 Pittsburgh, PA

Part-time college level instructor of Advanced, Traditional and Web Based Animation. Employed knowledge of current technologies to develop and implement instructional classroom applications and learning measurement tools.

- Developed a new syllabus covering Flash Animation for the web and basic HTML and CSS programming. The syllabus was adopted by the administration board and is currently integrated into the Art Institute curriculum.
- 2005 Graduation Commencement Speaker.
- Program Advisory Committee Member.

## CLIENTS



## iKnowthat.com | Director of Design and Animation

📅 Apr 2000 - Sep 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.

- 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.
- 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 CEO.

## Knowledge Adventure | Art Director

📅 Apr 1996 - Sep 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 complex, interactive user interfaces and educational applications.
- Performed roles as lead character animator and background illustrator.
- Supervised a team of animators, user interface designers and illustrators.

## QUOTE

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