KEITH JOSEPH

UX/UI PRODUCT DESIGNER

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SUMMARY

- A strategic user experience designer with 5+ years developing tangible products and digital interfaces for complex problems on web and native applications across global markets.
- A design thinker actively aligning internal and external stakeholders to translate business goals and user research into accessible, production-ready solutions.
- A creative problem solver who delivered a patented proof of concept that won $25k in seed funding as 1 of 6 products accepted by a selective startup accelerator program.

EXPERIENCE

Facebook, Inc. | London, UK | September '18 - Present

- Enabling people to maintain safe spaces online by simplifying the way they seek support when others violate Facebook rules.
- Taking complex integrity problems from ambiguity to simple, pixel-perfect experiments by organizing workshops with stakeholders (including legal, policy, data, and engineering experts) to understand the impact of small and large changes.
- Co-defining product roadmaps by prioritizing strategic directions based on quantitative data and qualitative research.
- Scaling consistent experiences across Facebook's family of apps on web, iOS, Android, and mobile lite platforms in emerging markets by facilitating international research and cross-team collaborations.

IBM | Boston, MA | September '15 - August '18

- Applied artificial intelligence (AI) to enterprise productivity tools including email, calendar, content collaboration, and HR recruitment software by co-leading UX, research & project management strategy across web and mobile platforms.
- Organized an environment of accountability for a team of 6 and a team of 4 by planning sprints as agile scrum master.
- Incubated innovative solutions that applied machine learning to complex problems as 1 of 45 early professionals selected worldwide for a 3-month immersion program.

AbiliLife | Pittsburgh, PA | August '13 - October '14

- Led multidisciplinary team of 5 to invent a patented thoracic wearable for Parkinson's patients by conducting human-centered research, sourcing materials, and sewing iterative prototypes.
- Empowered client to win $25k in seed funding from Innovation Works by becoming 1 of 6 startups accelerated at AlphaLab Gear.

SKILLS

Design Thinking
User Experience Design (UX)
User Interface Design (UI)
Interaction Design
Visual Design
User Journey Mapping
Wireframing + Prototyping
Information Architecture (IA)
Usability + A/B User Testing
Mobile + Web Design
Project Scoping
Inclusive Design for Accessibility

DESIGN KIT

Adobe Creative Suite
Sketch / Proton / Figma
Keynote / Google Slides

EDUCATION

IBM Design Studio HQ
Design Thinking Certificate '16

Carnegie Mellon University
BFA Industrial Design '15

INTERESTS

Healthy food art
Travel for cultural enlightenment
Yoga and meditation