Joshua Chapman

UX/UI | PRODUCT | WEB DEVELOPMENT

CONTACT

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ABOUT ME

I'm a passionate UI/UX designer with a background in business and web development. My journey started with a Bachelor's in Business, where I built a strong finance foundation. Transitioning to web development, I mastered HTML, CSS, and JavaScript. Completing a rigorous UI/UX Bootcamp recently solidified my passion.

My diverse background and the fact that I already have relevant work experience, despite being a new grad, set me apart and offer a unique advantage. I approach UI/UX design comprehensively, ensuring innovative solutions.

SKILLS & TOOLS

Usability Testing	Prototyping	Figma
User Interviews	Wireframing	Sketch
User Personas	High-Fidelity Mockups	Invision
Card Sorting	Style Guide	Adobe
Competitive Analysis	Information Architecture	Creative
User Journey Map	UI Kit	Cloud
User Surveys	Interaction Design	Miro
A/B Testing	Documentation	Microsoft
Tree Testing	Prototype Usability	Office Suite
Guerrilla Usability	Report	Visual Studio
Testing	Design Thinking	Code

EDUCATION

UI/UX DESIGN CAREER TRACK CERTIFICATE

Springboard   **2023-2023**

An industry mentor-led course, with 750+ hours of work in user experience and user interface design. Completed 4 UI/UX design projects. Mastered skills in information architecture, sketching and wireframing, prototyping and testing, eCommerce and browsing, persuasive and anticipatory design, gamification and behavior change, dashboards and data design and product lifecycle.

B.S. - BUSINESS ADMIN (FINANCE)

San Francisco State University   **2016-2020**

While pursuing my Bachelor's in Business Administration with a focus in Finance at San Francisco State University, I achieved a **GPA of 3.8**, honing my analytical skills and attention to detail. Understanding user needs, conducting research, and designing interfaces that prioritize user experience are foundational aspects of Business and UI/UX. My academic background and GPA demonstrate my commitment to excellence and my ability to thrive in demanding design environments.

UX/UI and WEB DEVELOPMENT EXPERIENCE

Product Designer, Intern
Human City - Web App Design   JUN 2023 - NOV 2023

- **Led a team**, overseeing **UX research, UI/UX prototyping, prototype evaluation, and UX QA, achieving a 20% project efficiency boost.**
- Designed & implemented game platform in Spotstitch's app, leading to a **25% higher user satisfaction & 15% fewer errors.**
- Conducted **usability testing** with 30 users, **90%** of whom gave **positive feedback.** Created **personas,** performed **competitive analysis,** & produced other deliverables for a **30% user engagement increase.**

UX/UI Implementation Engineer
Platter - E-Commerce   JUN 2022 - DEC 2022

- Spearheaded the creation of visually compelling **front-end components** for **Fortune 500 clients**, driving a **20% surge** in **user engagement** through enhanced **UX/UI design.**
- Utilized **Figma wireframes** to craft intuitive **user interfaces** for Shopify stores, leading to a **15%** improvement in **conversion rates.**
- Implemented **design thinking, user-centric design,** and **iterative design** methodologies to tackle implementation challenges, **optimize processes**, and **reduce development time** by **25%** while upholding exceptional standards.

UX/UI Designer & Web Developer
StaBody - E-commerce   SEP 2022 - DEC 2022

- Utilized **Liquid, CSS, JavaScript,** and **HTML** for meticulous **UX/UI design** and development.
- Implemented cutting-edge features to **enhance website functionality** and improve **user experience.**
- Achieved a remarkable **40% increase** in **website traffic,** a substantial **25% boost** in **conversion rates,** and an impressive **30% surge** in **overall sales** by leveraging **A/B testing, content optimization,** and implementing **responsive design strategies.**

UX/UI Designer
Harmonix - Freemium Media App   AUG 2023 - AUG 2023

- Successfully converted free users into paying subscribers for a media company's mobile-web and iOS/Android apps through **user-centered design, intuitive UI/UX, comprehensive user research, persona development, innovative interface concepts, rigorous usability testing,** and **user-friendly onboarding enhancements.**

UX/UI Designer
Savr - Cooking App/ GV Design   JUL 2023 - JUL 2023

- Led a transformative **GV Design Sprint** to enhance an online recipe app, implementing innovative UX methodologies such as **Crazy 8's** and a **HMW? (How Might We?)** statement. This initiative resulted in a **user-centric** app with **improved usability,** featuring **clear instructions, precise timing features, and enhanced visual appeal.**

PREVIOUS EXPERIENCE

Financial Analyst
Millbrae Parks and Recreation   FEB 2021 - MAY 2022

- Conducted **comprehensive financial analysis** for the Parks and Recreation department, identifying cost-saving opportunities that resulted in a **10% reduction in annual operational expenses.**
- Developed and maintained **complex financial models** to forecast budgetary needs, **improving** the accuracy of **financial projections by 15%.**
- Collaborated with department heads to **analyze revenue streams, optimize resource allocation,** and implement **strategic financial planning,** contributing to a **20% increase in revenue generation.**

College-Level Academic Success Mentor
Millbrae Library   JULY 2017 - JAN 2021

- Enhanced student academic performance by implementing tailored instructional approaches, resulting in a **20% increase in grades.**
- Implemented data-driven assessments and study techniques, leading to a 1**5% improvement in test scores** and a **25% increase in productivity.**
- Introduced innovative study methods, such as collaborative learning and time management strategies, resulting in a **30% reduction in study time** while **maintaining** or i**mproving grades.**