

joshua m baker

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HIGHLIGHTS

UX practitioner adept at identifying user needs to discover, build, and expand the user experience. Mastery of visual communication and graphic design principles with mature, clean design sense. Experience collaborating with stakeholders from government, industry, and general public. Strong foundation in user research and qualitative and quantitative research methods.

EXPERIENCE

UX Research Strategist [Contract] | *Halibut Flats Research & Development* | 2018 - Present |

Coordinating and conducting user research and analysis for a project with the City of Seattle Department of Transportation's (SDOT) New Mobility Unit. Worked with community stakeholders, shared mobility drivers and city staff to investigate awareness and perception of Electric Vehicles (EVs) across Seattle neighborhoods. Sought to identify outreach opportunities and potential locations to expand existing EV charging infrastructure.

Design Lead | *Puget Sound World Usability Day Conference* | 2017 - Present |

In charge of creation of branding and visual design assets for a regional UX conference. Member of event planning committee. Provides guidance of social media and email marketing efforts. Aids with securing event sponsors, speakers, and day-of event logistics.

Graduate Teaching Assistant | *University of Washington* | 2018 |

Assisted with class lectures and workshops ranging from visual design principles to the user-centered design process. Facilitated class discussions and activities. Provided critical design feedback to students. Coached students in design of research-based tools such as personas, storyboards, information architecture, and user journey maps.

Graduate Student UX Designer | *UBER Eats* | 2017 - 2018 |

Planned and conducted user research with UBER couriers including: flow analysis, surveys, task analysis, semi-structured interviews, shadowing, & affinity diagramming. Redesigned courier app pick-up experience through creation wireframes and interactive prototypes. Conducted usability testing with couriers.

Marketing & Communications Coordinator | *Town of Bennett* | 2014 - 2017 |

Developed visual identity and marketing materials. Maintained city website. Launched mobile app to increase civic engagement. Managed social media platforms, marketing & email campaigns. Organized public meetings and events. Worked closely with vendors, contractors, and state and county organizations.

EDUCATION

University of Washington | 2016 - 2018 |

Master of Science, Human Centered Design and Engineering (HCDE)

HCDE Student Excellence Award for Leadership & Engagement

Relevant Coursework: User-Centered Design, Usability Studies, Information Visualization, Qualitative Research Methods

Colorado State University | 2010 - 2013 |

Bachelor of Fine Arts, Graphic Design

DESIGNER'S TOOLBOX

Design

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro
Adobe Acrobat

Web

HTML / CSS
Wordpress / Drupal

Prototyping

Axure / Balsamiq / Sketch
Adobe XD / InVision / Flinto

Research

Flow Analysis
User Interviews
Usability Studies
Participatory Design
Ethnographic Field Studies