

# 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. Experienced collaborating with stakeholders from government, industry, and general public.

## EDUCATION

### University of Washington

| 2016 - 2018 |

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

*HCDE Student Excellence Award for Leadership & Engagement*

Capstone project with UBER Sensing, Inference & Research Team

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

### Colorado State University

| 2010 - 2013 |

*Bachelor of Fine Arts, Graphic Design*

Relevant Coursework: Advanced Typography & Design Systems, Advanced Illustration, Ethnic Studies

## EXPERIENCE

### Graduate Teaching Assistant - University of Washington

| 2018 - Pres. |

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.

### Visual Design Lead - Puget Sound World Usability Day Conference

| 2017 - Pres. |

Member of planning committee. Recruiting of event speakers. Led team responsible for creation of visual design assets and event marketing.

### Marketing & Communications Coordinator - Town of Bennett

| 2014 - 2017 |

Developed visual identity and marketing materials. Maintained town 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.

## 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

Heuristic Evaluation  
Usability Testing  
User Interviews  
Personas

## VOLUNTEER ACTIVITIES

### UW HCDE Graduate Student Association - Seattle, WA

| 2017 - 2018 |

Treasurer & HCDE program student ambassador.

### UW HCDE Student Volunteer - Seattle, WA

| 2017 - 2018 |

Participated in new master's student orientations. Led campus tours. Met with prospective students and assisted in department preview day. Participated in student diversity discussions.

### Global Maritime Forum 2016 - Seattle, WA

| 2016 |

Student volunteer, discussion observation & photography.