

# joshua m baker .com

5007 87TH STREET CT SW, M202, LAKEWOOD, WA 98499

LINKEDIN.COM/IN/JMBAK3R | JOSH@JOSHUAMBAKER.COM | 805 501 4973

## 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. Strong foundation in user research and qualitative and quantitative research methods.

## 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*

## EXPERIENCE

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

Organizing and conducting user research and analysis for a grant project with the City of Seattle Department of Transportation, funded by the US Department of Energy.

### 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 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 |

UW Masters Capstone working with the UBER Sensing, Inference & Research Team on a project to provide UBER with greater contextual awareness of the errors that UBER Eats couriers encounter. Planned and conducted user research with UBER couriers. Redesigned courier app pickup experience to improve navigational flow and reduce ambiguity.

### 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.

## 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