

Josh Baker

USER EXPERIENCE
& VISUAL DESIGNER
EXPLORER
TINKERER
DREAMER

CONTACT

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HIGHLIGHTS

Intuitive UX designer with formal graphic design training and a passion for emerging technology. Experience working through entire UX process from research to wireframes and digital prototypes. Expert skills with the Adobe Creative Suite and UX design and prototyping software. End-to-end vision from big picture thinking to pixel-perfect execution.

DESIGNER'S TOOLBOX

Design

Sketch | Figma
Axure | inVision
Adobe XD | Flinto
Illustrator | Photoshop
InDesign | Typography
Layout Design

UX Tools

Personas
Wireframes
Usability Studies
Directed Interviews
Participatory Design
Prototypes & Mockups

Web

HTML | CSS
Wordpress | Drupal

PROJECT EXPERIENCE

UX Research Strategist | *Halibut Flats Research & Development*

- Organized and conducted user research interviews with shared-mobility drivers.
- Co-facilitated a design-thinking workshop with research participants and project stakeholders.
- Analyzed qualitative research data and drafted reports of findings and recommendations.
- Designed recruiting materials, workshop visual aids, and research presentations.

UX Designer & Researcher | *Uber Eats*

- Redesigned portions of the Uber app to provide more accurate information and reduce errors.
- Conducted user research activities including: surveys, task analysis, semi-structured interviews, contextual inquiry, shadowing, and affinity diagramming.
- Created wireframes and interactive prototypes in Sketch, inVision, and Flinto.
- Performed usability testing to evaluate metrics such as: time on task, success/error rates, and overall user satisfaction.

Design Lead | *Puget Sound World Usability Day Conference*

- Defined deliverable requirements and priorities of design and marketing team.
- Designed event logo and established visual design guidelines.
- Crafted programs, posters, signage, presentations, social media assets, and email templates.

Marketing & Communications Coordinator | *Town of Bennett*

- Managed planning and requirements of all city design and marketing projects.
- Led effort to provide a seamless branded experience across all communications platforms.
- Supervised development of a iOS and Android mobile app and defined information architecture.
- Crafted brand guidelines, designed outdoor graphics, and assisted in redesign of city wayfinding signage.
- Established a GIS program to provide data analysis and visualization capabilities to city departments.

EDUCATION

Master of Science [Human Centered Design and Engineering] | *University of Washington* | 2018 |

- HCDE Excellence Award for Leadership & Engagement
- **Relevant Coursework:** Usability Studies, Information Visualization, Qualitative Research Methods
- **Graduate Teaching Assistant:** Assisted with class lectures and facilitated class discussions and workshops ranging from visual design principles to the user-centered design process. Coached students in design of research-based tools such as personas, storyboards, and journey maps.

Bachelor of Fine Arts [Graphic Design] | *Colorado State University* | 2013 |