

Joe Norkus

Web Design | Mobile | UX

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Design Experience

Senior UX Designer / Front End Developer - elephantinsurance.com

Richmond, VA. July 2019 – Present Day

- Designing public-facing web journeys, portals, landing pages and forms, using tools such as Adobe XD, Photoshop, Illustrator, Sketch and Figma
- Creating wireframes and prototyping experiences in Adobe XD, Figma and Balsamiq
- User testing wireframes and prototypes for qualitative feedback
- Creating and conducting online A/B Tests using VWO (Visual Website Optimizer)
- Presenting designs to product owners and members of product and marketing teams
- Writing frontend code in the version control system Git (GitHub) to collaborate on digital team projects

Senior UX Designer - Compare.com

Richmond, VA. February 2017 – July 2019

UX Designer - Compare.com

Richmond, VA. March 2015 – February 2017

- Design and front-end development of fully responsive, public-facing web pages, landing pages and forms
- Creation of wireframes and design mockups using tools such as Sketch, Adobe XD, Photoshop, Illustrator, and Balsamiq
- Prototyping experiences using Adobe XD, UXPin and Invision
- Development and management of A/B tests using the software VWO (Visual Website Optimizer)
- Designing clean, intuitive web pages and interfaces based on user feedback to sharpen and enhance the user experience

- Presenting design experiences/concepts to product owners and to all members of internal teams
- Working closely with departments and business owners in an Agile environment
- Ability to translate effective design ideas in a timely manner
- Testing products in all company-supported browsers, mobile devices and tablets
- Design and code review of work by Junior UX Designer

Front-End Web Designer, Design Resource - Royall & Company
Richmond, VA. May 2012 - March 2015

- Designing and coding fully responsive, custom forms, applications and landing pages for students applying to college
- Designing and building responsive graphic email templates
- Extensive browser testing, including testing on all major mobile devices and tablets
- Providing design feedback, collaboration, and ideation for fellow web designers
- Working directly with Account Team, Proofers, and QA department to ensure the effective deployment of a variety of web campaigns
- Organizing and developing presentations on design best practices, as well as software tutorials on Adobe Photoshop and Adobe Illustrator

Web/Product Designer - Smart Online (now known as MobileSmith)
Durham, NC. June 2011 – May 2012

- Managing and updating the Wordpress-based marketing website
- Design of print marketing materials such as brochures, ads and banners
- Graphic design and UI design of custom application screens for iPhone and Android devices
- Coding and design of landing pages and email templates
- Video sequencing and creation for marketing and demo purposes

Web Designer - PHE Inc.
Hillsborough, NC. December 2007 – June 2011

- Designing and creating customer-segmented email campaigns for the large internet retail company

- Working with marketing managers to come up with practical design solutions
- Redesigning and updating existing web pages to achieve better functionality and customer response
- Designing, developing and maintaining affiliate website
- Creation of a monthly online Newsletter

I am a highly-skilled designer with extensive experience coding fully responsive, mobile-first websites. In addition to my technical education focused on software such as Illustrator, InDesign, TextMate, and After Effects, I embraced hands-on fine art studies including painting, drawing, color theory and video editing. This strong foundation continues to inform my design sensibilities and aesthetic.

I am proficient in HTML, modern CSS including SASS, and JavaScript, specifically jQuery. I am highly experienced with design software such as the Adobe Suite, text editors such as Visual Studio Code, and Sublime Text, wire-framing software such as Balsamiq, and Wordpress. In my spare time, I enjoy writing and playing music with my band in RVA.

Education

University of North Carolina at Greensboro, Greensboro, NC

2002-2007

Bachelor of Fine Arts in Design, Minor in Media Studies