

Joe Norkus

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UX Design Experience

Senior UX Designer / Front End Developer - elephantinsurance.com

Richmond, VA. July 2019 – November 2024

- Designing public-facing web journeys, portals, landing pages and forms, using tools such as Figma, Adobe XD, Sketch, Photoshop, and Illustrator.
- Creating wireframes and prototyping experiences in Adobe XD, Figma and MockFlow
- User testing wireframes and prototypes for qualitative feedback (usertesting.com)
- 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 front-end code in the version control system Git (GitHub) to collaborate on digital team projects (HTML, CSS, JS)
- Conducting comprehensive evaluations of customer journeys, customer portals, and WordPress websites to ensure compliance with WCAG accessibility standards
- Providing strategic recommendations to the digital development team and implementing front-end code updates based on these insights to enhance accessibility and user experience

Senior UX Designer - Compare.com

Richmond, VA. February 2017 – July 2019

UX Designer - Compare.com

Richmond, VA. March 2015 – February 2017

- Creation of wireframes, mockups and interactive prototypes using tools such as Sketch, Adobe XD, Photoshop, Illustrator, and Balsamiq
- User testing wireframes and prototypes for qualitative feedback (usertesting.com)

- Development and management of A/B tests using the software VWO (Visual Website Optimizer)
- 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
- Front-end development of fully responsive, public-facing web pages, landing pages and forms (HTML, CSS, JS)
- Designing and developing custom WordPress themes (PHP)
- Testing products in all company-supported browsers, mobile devices and tablets
- Conducting design and code reviews of work by Junior UX Designers

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
- Developing 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
- Leading software trainings for Web Design team on Adobe Photoshop and Illustrator

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

- UI design of custom application screens for iPhone and Android devices
- Development and management of custom Wordpress theme for the marketing website (HTML, CSS, PHP)
- Design of print marketing materials such as brochures, ads and banners
- Coding and design of landing pages and email templates (HTML, CSS, JS)

- 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 (Adobe Photoshop, HTML, CSS)
- Working with marketing managers to come up with practical design solutions
- Redesigning and updating existing e-commerce web and landing pages to achieve better functionality and improve customer response
- Designing, developing and maintaining affiliate website
- Creation of a monthly online Newsletter

About Me

I am a highly skilled UX designer with extensive experience designing and coding fully responsive, mobile-first websites and applications. In addition to my design expertise focused on software such as Figma, Adobe XD, Photoshop and Illustrator, I have an understanding of front-end development which allows me to have a unique perspective when designing web and application experiences. In my formal undergraduate education 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, and JavaScript. I am highly experienced with design software such as the Adobe Suite, text editors such as Visual Studio Code, and Sublime Text, prototyping software such as Figma, Adobe XD and Sketch, wire-framing software such as Balsamiq and MockFlow, and content management systems such as WordPress.

My Process

As a Senior UX Designer, I work within an **Agile** framework, fostering close collaboration between UX design, development teams, product owners, business stakeholders, and marketing to create impactful web experiences for both internal and customer-facing platforms. This process is highly iterative, involving continuous cycles of wire-framing, prototyping, user testing, designing, development, and deployment. This dynamic approach ensures that the products are consistently refined and adapted to meet the evolving needs of end-users.

I apply a **Design Thinking** approach to my process, focusing on gaining deep insights into user needs and anticipating how design solutions will affect their experience. This allows me to craft solutions that are both user-centered and impactful.

I strive to be a dedicated advocate for the user, leveraging both qualitative and quantitative feedback to inform and guide my design decisions. This ensures that my solutions are not only functional, but also deeply aligned with user expectations and behaviors.

My focus has been in designing and prototyping websites and applications, as well as building them using HTML, CSS, JavaScript and PHP. I've hand-coded websites, in addition to using Wordpress as a CMS.

Education

University of North Carolina at Greensboro, Greensboro, NC 2002-2007 Bachelor of Fine Arts in Design,
Minor in Media Studies