Joe Norkus

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UX Design Experience

Senior UX Designer
Elephant Insurance

Richmond, VA. July 2019 – November 2024

- Designed web journeys, portals, and forms using Figma, Adobe XD, and Sketch.
- Developed and maintained design system for reusable web components (Figma).
- Prototyped web app experiences (Figma, Adobe XD, Axure, MockFlow).
- Conducted usability testing for qualitative feedback (usertesting.com).
- Conducted A/B testing for quantitative data using Optimizely and VWO (Visual Website Optimizer).
- Presented designs to business owners and developers.
- Collaborated closely with the product and engineering team to ensure seamless design implementation, offering technical guidance and design decisions as needed.
- Evaluated and optimized customer journeys, web portals, and landing pages for WCAG accessibility compliance using Axe DevTools in Google Chrome (WCAG 2.1 Level AA Standards).
- Documented and provided strategic recommendations to improve UX and accessibility based on WCAG accessibility findings.

Senior UX Designer / UX Designer
Compare.com

Richmond, VA. March 2015 – July 2019

- Created wireframes, prototypes, and mockups with Sketch and Adobe XD.
- User-tested designs and managed A/B tests via VWO.
- Presented concepts to stakeholders and collaborated in Agile environments.
- Developed responsive web pages, landing pages, and forms (HTML, CSS).

- Gained experience with API platforms like Microsoft Azure in front-end development roles.
- Designed and built custom WordPress theme.
- Ensured product compatibility across browsers, mobile, and tablet devices.
- Mentored and trained Junior UX Designers and provided design and code reviews.

Front-End Web Designer / Design Resource
Royall & Company (EAB)

Richmond, VA. May 2012 – March 2015

- Designed responsive forms, applications, and landing pages for students applying to colleges.
- Created graphic email templates and performed cross-browser testing.
- Provided design review feedback to fellow web design team members.
- Lead trainings on Adobe PhotoShop and Illustrator.
- Collaborated with cross-functional teams to deliver web campaigns.

Web / Product Designer
MobileSmith

Durham, NC. June 2011 – May 2012

- Designed iPhone/Android app screens.
- Built and maintained custom WordPress theme.
- Developed landing pages, email templates, and marketing materials.
- Created video sequences for marketing and demos.

Web Designer
PHE Inc

Hillsborough, NC. December 2007 – June 2011

- Designed segmented email campaigns and improved e-commerce pages.
- Created affiliate websites and monthly online newsletters.
- Collaborated with marketing and product teams to enhance design functionality.

About Me

I am a skilled UX designer with extensive experience in designing and coding fully responsive, mobile-first websites and applications. My expertise spans design tools like **Figma, Adobe XD, Photoshop,** and **Illustrator**, complemented by a solid understanding of front-end development, offering a unique perspective on web and application design.

With a formal background in fine art—encompassing painting, drawing, color theory, photography, and video editing—I bring a strong aesthetic sensibility to my work.

Proficient in **HTML**, modern **CSS (Sass)**, and **JavaScript**, I am also experienced with tools like **Visual Studio Code, Sublime Text, Adobe Suite, Figma, Sketch, Balsamiq, MockFlow,** and **WordPress**.

My Process

As a Senior UX Designer, I work within an Agile framework to collaboratively design impactful web experiences for internal and customer-facing platforms. My iterative process includes wire-framing, prototyping, user testing, design, development, and deployment, ensuring continuous refinement to meet evolving user needs.

Using a **Design Thinking** approach, I focus on understanding user needs and crafting user-centered solutions that anticipate the impact of design decisions. I advocate for users by leveraging qualitative and quantitative feedback to create functional, intuitive designs aligned with user expectations.

My expertise includes designing, prototyping, and building websites and applications with **HTML, CSS, JavaScript**, as well as developing custom websites and 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
3.85 GPA