


JOSEPH PAGANO


UX/UI Designer 



 JosephAPagano.com

 1050 Island Ave, Unit 703 • San Diego, CA 92101

 JosephAPagano@gmail.com

 1.619.481.9255

ABOUT ME

Recent graduate of DesignLab's UX/UI Academy. My experiences as a UX/UI designer have taught me to have a firm understanding of how to create product and web designs that are both aesthetically pleasing and functional. I have also acquired the skills necessary to collaborate with cross-functional team members and clients to ensure successful and on-time completion of design deliverables. In addition, my background in mixed visual arts enables me to apply unique inspiration and perspective to the design process.

EDUCATION

DESIGN LAB (DESIGN ACADEMY) 2020 – 2022

- UX/UI Academy Program Graduate
- Foundations Course

GIA (GEMOLOGICAL INSTITUTE OF AMERICA)

- Accredited Jewelry Professional Diploma (Spring 2011)
- Graduate Gemologist Diploma (Fall 2010)

UX SKILLS

Wireframing

- Proficient in wireframing with strong understanding of the importance of creating clear and user-friendly digital interfaces
- Experienced in wireframing tools, including Figma, Sketch, and Adobe XD, with the ability to efficiently create and demonstrate website and app layouts, user flows, and functionality
- Skilled at resolving potential usability issues early in the wireframe design process, resulting in more efficient and effective development
- Committed to staying up-to-date with the latest industry trends and design standards to ensure wireframes are of the highest quality and meet the needs of users

User Research & Testing

- Possess solid understanding of qualitative and quantitative research methods to gather valuable insights on user needs, preferences, and behaviors, which help influence the design process.
- Committed to staying up-to-date with the latest research methods and best practices for high-quality research and testing approaches

Information Architecture

- Experienced with organizing, structuring, and labeling content that enable easy to navigate and easy to understand design interfaces
- Have a keen eye for detail and able to identify areas for improvement in existing information architectures

Tools Used:

Figma | Adobe CC Suite | Miro | WordPress | Powerpoint | Slack | MS Excel | MS Word | User Zoom

EXPERIENCE

FREELANCE DESIGNER

2016 – Present

Web and Print Design

- Collaborate regularly with clients, including commercial-retail companies, as a freelance designer to create visually engaging web and print materials that effectively convey brand messaging and resonate with target audiences
- Produce websites, logos, social media graphics, digital banners, email templates, catalogs, brochures, and sales sheets for mass distribution across print and web platforms
- Led the UX/UI design efforts for a non-profit client's web site from start to finish, establishing a clear design vision, producing a range of deliverables such as UX flows and design goals, and overseeing all aspects of the design process including user research and testing.

PREVIOUS EXPERIENCE

OAKS JEWELERS (BERKELEY, CA)

Lead Designer and Store Manager

2018 – 2021

- Managed all retail jewelry operations and provided optimal customer experience.
- Collaborated closely and continually engaged with customers to guide them through all custom design solutions.
- Commissioned custom pieces to be created remotely by an off-premise workshop, through which I closely worked with to manage orders, inventory, and merchandising, as well as ensure fraud prevention.
- Handled lead generation opportunities with new and returning customers, as well as in-person customer appointments.
- Worked closely with staff to promote good performance, address challenges, and implement solutions to improve customer experience.

PAVE FINE JEWELRY (BERKELEY, CA)

Lead Designer and Store Manager

2014 – 2018

- Managed all retail operations and spearheaded special design projects for wide variety of clients.
- Collaborated closely and continually engaged with customers to guide them through diamond options and custom design solutions.
- Spearheaded co-creation design sessions with clients to produce hand sketched drawings of bespoke jewelry pieces while incorporating direct feedback.
- Provide ongoing training to existing staff on design techniques, as well as new operation procedures.