

Joelle Hagen

User Experience Designer + Researcher

RELEVANT EXPERIENCE

UX Designer II | Inspire, Arlington, VA (remote)

MAY 2021 - SEPTEMBER 2023

Progressive web app and mobile app design for the largest growing social media platform for health

- Led the design of a \$20 million project to conceptualize and prototype an emerging product that would become a cornerstone of the company and real world data sectors, producing animations and clickable wireframe for 10 concept tests
- Created innovative designs that led to an updated version of the legacy product including a dynamic member profile, adaptable universal navigation, streamlined onboarding process, all represented in desktop progressive web app, mobile as well as a native iOS application
- Collaborated with research and product management to originate a UX design practice for new features considering quantitative and qualitative data and best practices to create an efficient, user-centric process leading to sustainable, scalable solutions

UX/UI Designer | Children's Tumor Foundation, Seattle, WA

OCTOBER 2020 - APRIL 2021

Grant Winner- Symptom Tracking tool for Children with Neurofibromatosis

- Operated as the sole UX/UI Designer on a team of data scientists and software engineers who won the top prize at Hack for NF and was awarded a \$12,500 grant to build application
- Conducted domain research, interviewed NF patients and researchers, and synthesized data to establish user needs and pain points
- Built mid-fi and high-fi wireframes, incorporating data science algorithms and collaborating with front-end engineer
- Created illustrations and animation to be included in final deliverable
- Developed a prototype to complete usability testing and gather data for alpha launch

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SKILLS + TOOLS

Figma Prototyping
User Interviewing
Usability Testing
Persona Creation
User Flow Creation
Journey Mapping
Site Mapping
Premiere Pro
Sketch
Figma
Public Speaking
Workshop facilitation

AWARDS

Hack for NF 2020

Children's Tumor
Foundation
Top Award and
Incubation Prize

EDUCATION

The Flatiron School

Seattle, WA
UX Design

SEPT 2019 - MARCH 2020

Southern Oregon University

Ashland, OR
BA Theatre Arts

AUG 2010 - AUG 2014



UX/UI Designer | Personae, Inc., Seattle, WA

APRIL 2020 - OCTOBER 2020

Data synthesis and annotation web application construction

Contract under NDA

- Operated as the sole UX/UI designer on a team of software engineers and data scientists
- Conducted domain research and market research as well as user informational interviews to define requirements and user needs for an MVP
- Constructed high fidelity wireframes and user flows, meanwhile collaborating with the development team using priority matrices to achieve the most efficient, human-centered result
- Created and facilitated 6 usability tests through moderated interviews and analyzed using a mixture of affinity mapping and success/fail metrics to influence future iterations

UX Design Lead | FeetFirst, Seattle, WA

JANUARY 2020 - MAY 2020

Website redesign project for a pedestrian advocacy non-profit

- Led a team of five designers by managing and supporting the team using Trello, Google Suite, Figma and Zoom
- Collaborated directly with members of the organization's board of directors through weekly meetings and regular email updates
- Guided domain research, created and administered remote surveys to gather data to inform primary user needs and conducted six informational interviews to build user requirements
- Synthesized data to create testable prototypes, mood boards and subsequent iterations to build an intuitive and communicative high fidelity mockups for the development team

Freelance Stage Manager/Theater Artist, San Francisco, CA

AUGUST 2012 - DECEMBER 2017

- Managed performances for arts organizations including opera, dance, theater, musicals and lectures
- Coordinated production schedules for up to 100 artists and technicians at a time
- Documented diligent records and reports of all changes made in rehearsals and production meetings, distributing them to appropriate parties and opening channels of communication
- Generated clear and concise reference documentation representing the production to solidify information and create a universal understanding of operations

