

JOE ARQUILLA

PRODUCT DESIGNER

CONTACT

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EDUCATION

Associates || Interactive Design
The Art Institute of Dallas
1999-2002

SOFT SKILLS

Genuinely Curious
Effective Communicator
Serious Collaborator
Strong Visual Designer
Trusted Team Player
Psychology Enthusiast
User-Centered Process
Storytelling

HARD SKILLS

Figma
Sketch || Craft || InVision
Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Responsive HTML || CSS
App Design: iOS || Android
JIRA || Agile Workflows

EXPERIENCE

Sr. UX Designer (*Global eCommerce*)

Corteva AgriScience || Nov 2021 - July 2023

An agricultural chemical and seed company. It is active in the research and production of seeds, seed traits, crop protection digital services, and inoculants.

- Initially worked daily with a partner for a year designing most of Corteva's global B2B eComm Seed website
- Led team style-guide design component initiative, creation, and documentation within the ZeroHeight tool
- Met with stakeholders weekly for design reviews, gathered feedback, and delivered iterations as needed
- Responsible for development handoff and successful MVP product launch
- Led a large IT Enterprise intranet (internal) IT site redesign successfully as the only designer budgeted for the project

Sr. Product Design Consultant

Lennox || Jun 2020 - Nov 2021

A provider of climate control products for the heating, ventilation, air conditioning, (in the complex colloquially called: HVAC) and refrigeration markets.

- Oversaw design of multiple B2C web-based projects, concept to go live
- Responsible for facilitating workshops and conducting user research
- Created all wireframes, low-fi prototyping, user testing, and Hi-Fi comps
- Partnered with Development for the entire front-end, hand-off process
- Promoted and evangelized UX design thinking within this organization

Sr. UI Designer (*IOTs, Hybrids & Smartwatches*)

Fossil || May 2017 - Apr 2020

An American fashion designer and watch manufacturer founded in 1984 in Richardson Texas.

- Concepted all visual designs for the white label app that accompanied our smart and hybrid watches across multiple fashion brands
- Created challenging hardware specs for next-gen hybrid watches
- Worked closely with software to execute multi-brand dial design concepts for smartwatches
- Partnered with strategy and firmware teams to ensure the highest-quality experiences for our users.
- Co-located 40% of the time in San Francisco on-site with the product team

Research Focused
Information Architecture
Wireframing
Prototyping
User Testing

OTHER DETAILS

20-Year Design Career
12 years UX Experience
Consultation with Numerous Orgs
Leads Complex Projects
Seasoned UX Generalist

Sr. UX Design Contractor (*Visual Design & Standards*)

AT&T || Aug 2016 – Apr2017

An American multinational telecommunications holding company headquartered in Downtown Dallas, Texas. It is the world's third-largest telecommunications company by revenue and the largest provider of mobile telephone services in the U.S.

- Responsible for maintaining AT&T's Visual Design Stands for the B2B UX team design library.
- Tasked with Improvement consistency and visual refinement of many of the problems and functionality issues among workflows within B2B
- Required to understand complicated system design problems and create visually elegant, compliant solutions for building new global components
- Implementation into the company's component-based libraries

UI UX Designer

Capital One || Aug 2014 – Jun2016

A financial corporation American bank holding company specializing in credit cards, auto loans, banking, and savings accounts. (*McLean Virginia*)

- One of three designers tasked with all projects involving the "indirect" side of the bank's auto finance business (*AutoNavigator & DealerNavigator*)
- Extensive meetings with stakeholders and auto business analysts
- Copious white-boarding, concept drawing, and wireframing
- Worked very closely with development at every step, post asset hand-off
- required heavy analytical thinking and strategy as well as strong creative, graphical problem-solving skills on tight sprints

Web Designer || Front-End Developer

Torchmark Corporation || Aug 2012 – Jul 2014

Through its subsidiaries, provides various life and health insurance products, and annuities in the United States, Canada, and New Zealand.

- Responsible for the concept design, and re-design development of multiple corporate subsidiary websites
- implementation maintenance and troubleshooting of all company sites
- Required to design, build, and distribute multiple monthly marketing HTML email campaigns

Freelance Web Designer

Independent || Dec 2008 – May 2011

I decided to try my own thing for a couple of years and was fairly successful. I mainly built and updated websites for my clients but also did a good bit of branding, logos, and print work (*as part of site-packages*) during that time.

I did it all.

- A busy couple of years solo managing multiple print and web projects
- Clientele Included: Vision Wise, Curiosities, CMARK Corp, Kobes Arts, Smoke & Mirrors, and Dolly Python