





JOE ARQUILLA

PRODUCT DESIGNER

CONTACT

-  214 212 8443
-  jfarquilla@gmail.com
-  [linkedin.com/designbyjoe](https://www.linkedin.com/designbyjoe)
-  joearquilla.com

EDUCATION

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

SOFT SKILLS

Machine Learning Proficient
Highly Creative
Insatiably Curious
Effective Communicator
Serious Collaborator
Data Visualization
Trusted Team Player
Psychology Enthusiast

HARD SKILLS

Figma
Adobe Creative Suite
HTML / CSS
Wireframing || Prototyping
Integrated AI

EXPERIENCE

Sr. Product Designer (*Marketing Division*)
Symetra || Jan 2024 – Apr 2025

Symetra is a reputable provider of annuities, life insurance, and benefits products to people and businesses nationwide.

- Led cross-functional design projects, collaborating with stakeholders, project managers, and developers to deliver high-quality solutions.
- Established and maintained a comprehensive style guide for the marketing site, ensuring visual consistency across all digital platforms.
- Facilitated effective communication across various teams, setting clear expectations and guiding projects through iterative design processes to successful development handoffs.

Sr. UX Designer (*Global eCommerce*)
Corteva AgriScience || Nov 2021 – July 2023

An agricultural chemical and seed company. It actively researches and produces 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 HVAC and refrigeration markets.

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

OTHER DETAILS

Empathy-Driven Research

Remote User Testing

Accessibility Advocate

Agile Methodologies

Visual Designer

Cross Functional Comms.

Occasional Design Mentor

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

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

AT&T || Aug 2016 – Apr 2017

A multinational telecommunications holding company headquartered in Downtown Dallas, Texas.

- Responsible for maintaining AT&T's Visual Design Stands for the B2B UX team design library
- Tasked with improving 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 – Jun 2016

A financial corporation, American Bank Holding Company, specializes in credit cards, auto loans, banking, and savings accounts.

- 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

Torchmark and Its subsidiaries provide 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 and build various monthly marketing email Ads