

# Joey Cooper

# Leadership | Research | Design

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## | STORY

I've spent the last seven years designing technology in various spaces, ranging from journalism, to SaaS applications in automotive digital retailing, virtual health, federal consulting, and healthcare capital planning. The majority of that time has been spent leading usability and user experience for small to medium-sized organizations. Through those experiences I've learned to work efficiently, operationalize design practices, and mentor those I have the privilege to serve. I'm a relational leader with the heart of an advocate. I have an insatiable appetite for learning and growing those around me. I'm a big-picture thinker that loves diving into the data to create change, whether it be to improve design processes or user experiences.

**Personality** | ENFJ

**Gallup Strengths** | Learner, Achiever, Relator, Maximizer, Focus

## | SKILLS

### Leadership

Servant Leadership  
Mentorship  
Project Management

### Research

Data Analytics  
Workshop Facilitation  
Usability Testing

### Design

UI/UX Design  
Web, Mobile Design  
Graphic Design

## | TOOLS

### Leadership

Salesforce, Trello, Gitlab  
Mac, PC  
Jira, Azure DevOps, Confluence

### Research

Google Analytics, Pendo.io  
Microsoft Office  
Google Docs, Slides, Sheets

### Design

Figma, XD, Sketch, Invision  
HTML/CSS, Vuetify, Material-UI  
Photoshop, Illustrator

## | EXPERIENCE

**Mediabarn** | November 2021 - Current

Arlington, VA (Remote from Reston, VA)

### UX Design Lead

- Served as UX Design Lead for IRS Online Account, a secure web application serving millions of U.S. taxpayers.
- Mentored a team of two designers, facilitated team planning and coordination, and conducted regular Figma training sessions.
- Launched and contributed to a design system built in Sketch to aid designers across various teams in creating more efficient and consistent deliverables.
- Implemented a repeatable task flow process to aid in user testing planning discussions with multiple cross-functional stakeholders, and clarify expectations for the design team.

**Attaina > Revalize** | November 2020 - November 2021

Phoenix, AZ (Remote from Reston, VA)

### Lead UI/UX Designer

- Worked as a UX team-of-one leading creative direction with multiple external design and development teams leading to merger and acquisition.
- Developed UX Design strategy and guiding principles: making the application more intuitive, efficient, reliable, and powerful.

- Operationalized internal design practice by standardizing design workflow processes and with Jira, and introducing a design system built in Figma and implemented alongside development teams.
- Designed and implemented 10 new features in 12 months, while refining and improving the user experience of the application through usability and UI refinement efforts.

**GlobalMed** | September 2019 - November 2020

Phoenix, AZ

**Digital Product Designer**

- Worked as a UX team-of-one, interviewing stakeholders, designing solutions from research to release, and aligning with Software Development, Product Management, and Marketing.
- Transformed designer-developer hand-off process from powerpoints to interactive prototypes, reducing developer-time to complete code and implementation errors.
- Designed an EHR (Electronic Health Record) Integration system, allowing physicians and nurses to record vital patient information within a video conference session in a frictionless user experience.
- Collaborated with developers to address COVID-19 needs by designing a light-weight video-conferencing application for physicians to safely connect with patients on mobile devices.

**DealerOn** | November 2016 - August 2019

Rockville, MD

**UX Business Analyst** | January 2019 - August 2019

- Advocated for an internal Design System to improve design consistency and usability, which was implemented in three applications in six months.
- Implemented and led bi-weekly OKR meetings to align the direction of UX and development teams.
- Developed a business case and led the implementation of Pendo.io to study user product analytics.

**Business Analyst** | July 2018 - Jan 2019

- Developed a strategic plan for, and successfully launched, the organization's first UX Team.
- Used research findings to create and roll-out a strategic plan for a Design Support team focused on driving OCR, which led to a 50% reduction in original design team workload.

**Web Design Lead** | November 2017 - July 2018

- Led a team of four designers focused on the maintenance of over 2,500 dealership websites.
- Managed queue of work daily, responsible for validating and delegating 1000+ requests per month.

**Web Designer** | November 2016 - November 2017

- Performed daily content updates to websites, maintained site compliance across a variety of manufacturers, and designed site build-outs for new customers.

**| EDUCATION**

**James Madison University** | August 2011 - May 2016

Harrisonburg, VA

**Bachelor of Arts in Media Arts and Design**

- Magna Cum Laude (3.8 GPA), Academic Achievement Award in Converged Media concentration.
- Worked as a Graphic Designer and Telecommunications Technician.

**| SERVICE**

**Restoration Church** | May 2017 - June 2022

Reston, VA

**Leadership Team**

- Utilized strengths-based leadership training to grow membership and allow the pastor to take on new roles.
- Assessed the organizational budget to create a capital-campaign, which led to contributions that exceeded initial goals.