
JOSHUA GARCIA

User Interface / User Experience / Product Designer

San Francisco, CA 310.272.3695

hello@joshgarcia.design

LinkedIn: joshgarcia.design

Portfolio: joshgarcia.design

I started my practice to provide a good, solid user experience and design to good, solid people.

Fifteen years later, I still strive to deliver just that.

EXPERIENCE

UX Designer

Kanopy, LLC

JAN 2017 - PRESENT

- Using key insights and strategic thinking to redesign our streaming platform across various platforms and apps, always making the user the first priority
- Working closely with researchers and engineers to develop project scopes and construct, iterate, and refine the resulting designs to deliver simple solutions, often amongst complex workflows
- Setting and aggressively meeting user-focused KPIs with the Kanopy's business objectives in mind.

Freelance Designer/ Consultant

Josh Garcia Design

JAN 2004 - 2018

- Designed full-scale visual identities
- Developed e-commerce and experiential websites
- Designed digital and physical corporate touchpoints, including apps for start-ups to mid-size companies. Production knowledge for print and publication design.
- Created user-focused interactive designs for various sites & apps
- Designed and oversaw various products from start to finish: concept, wireframes, prototypes, and production-ready code (HTML, CSS, and some JS)
- Managed projects with a hands-on approach for every step of the interface: initial concept and testing, to wireframes and responsive mockups, to pushing through market-ready products.

Creative Director

MovieTimes, Inc

JAN 2016 - FEB 2017

- Quadrupled monthly visits to 1Million+ in the span of a year through overseeing an extensive website redesign and creating a robust social media strategy.
 - Increased traffic to MovieTimes.com with a complete re-thinking through User Experience, Interactive Design trials, and SEO Strategy.
-

JOSHUA GARCIA

User Interface / User Experience / Product Designer

(continued)

- Improved how visitors discover new favorite movies, view theater showtimes, and read movie news and reviews through design and front-end development direction.

Creative Director

Distinc.tt

JAN 2013 - DEC 2015

- Designed the app & website; launched the social media presence for what Wall Street Journal called “The Gay App You Can Bring Home to Mom.”
- Petitioned Apple to make Distinc.tt the first LGBT social app approved on iTunes for ages 12+. and the only LGBT social app used almost equally by the entire LGBT+ spectrum.
- Designed the first feed to increase user presence. People now come together with Distinc.tt to share what’s current and popular in the LGBT community.
- Incubated at Stanford (StartX), Harvard (iLab) and MassChallenge.
- Implemented design-based thinking to solve any user experience problems or bugs that arose and move the company forward in a meaningful, user-focused way.

Art Director

Hilton & Hyland

JAN 2008 - JAN 2010

- Oversaw the design and planning of company marketing and large scale, special real estate projects.
- Created all cross-discipline national marketing campaigns for the company’s brand development, including:
 - Designing Visual Identity
 - Designed Interactive, print and environmental graphics
 - Reformatting code to improve website traffic growth
 - Overseeing media buying for special projects ads

EDUCATION

ArtCenter College of Design

Bachelor’s Degree, Graphic Design

2006 - 2009

UCLA

Graphic Design

2003 - 2004

Clearwater Christian College

Business Administration, Marketing

1999 - 2000

LANGUAGE SKILLS

Native English, HTML5, CSS, SVG
Good Spanish, jQuery, Javascript
Basic French, Ember.js , PHP

APPLICATION SKILLS

Adobe Creative Suite (AI, PSD, INDD, FL)
InVision
Wordpress

