# Joe Myers

Product Designer Park City, Utah

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#### **Objectives**

- Deliver work that is meaningful, informed, accessible, progressive, and honest.
- Work with people driven by a common definition of success and a shared drive to pursue it.
- Complement my work with other joyful pursuits: family; adventure; growth.

#### **Proficiencies**

- Concept prototyping + UI Design
- UX Discovery + qualitative research
- Information architecture
- · User flow mapping + wireframing
- · Usability testing
- Pattern, module, + system design

Northeastern University •

Massachusetts College of Art

School for the Museum of Fine Arts •

Honors: Deans List, Magna Cum Laude, Departmental

B.S. Media Arts & Design

Recognitions

Continuing Education

Continuing Education

- Specifications + documentation
- · Design mentorship

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## Gannett, USA TODAY Network Senior Director, Product Design & UX

I currently lead a dozen talented product and UX designers to build next-generation publishing, entertainment, and data experiences. We conduct discovery work that drives cross-functional stakeholders toward enterprise solutions that put users first. Our work covers web and native platforms for USA TODAY, hundreds of local news properties, crosswords, sports, subscription products, automation features, and experimental concepts. We prioritize empathy and inclusivity at scale, bringing concepts and systems to life.

# Gannett, USA TODAY Network

Director, Product Design & UX

As one of the team leads, I was responsible for the redesign of our crossword the and puzzles ecosystem, the evolution of our core native app platform, and launched a suite of personalization features.

# USA TODAY Sports, Gannett

UX/UI Design Director

For over 5 years, I led design and managed a team dedicated to sports experiences that drove 45 million unique page views per month. Highlights include publishing design systems and native apps serving up to 100 brands like ForTheWin, Golfweek and MMA Junkie, USA TODAY Super Bowl Ad Meter, NCAA March Madness Playable Bracket, and Olympics coverage.

### Joe Myers Web Design

**UX Designer & Creative Director** 

Blending work with lifestyle, I served as a freelance designer within the ski industry. Partnering with development firms and in-house teams, I delivered progressive, results-driven experiences. Happy clients included Aspen/Snowmass, Jackson Hole, Telluride, Deer Valley, Sugarloaf, Freeskier Magazine, and more.

#### FetchDog.com

Senior UX/UI Designer

Lead designer for an ambitious online pet retail startup.

## American Skiing Company

Design Lead & New Media

Web design and creative direction for a portfolio of world-class ski resorts.

#### Benes Brand Imaging

Lead Web Designer

Digital experiences in a full-service agency setting.

#### Mindseye

Junior Web Designer

Web design and production in a progressive interactive studio.

#### Dodo Unlimited

Graphic Designer & Manager

Web, print, and merch for a quirky startup while managing retail operations.

## EdTech Center at Northeastern University

Assistant Instructor / Junior Designer

Taught HTML and design software to faculty and students.