JOSH BARON

305.479.0852 | josh@redbarondesign.com | Portfolio: http://www.redbarondesign.com

Summary of Experience:

Over fifteen years of experience in leading user experience teams and teaching user experience college courses. Currently employed as a Senior Principal Product Designer at Dell and Adjunct Professor at Austin Community College and Touro University. Prior experience includes Senior Director of User Experience at MasterCard, Adjunct Professor at Monroe Community College and the Art Institute of St. Louis, Web Designer at Abercrombie & Kent and Marketing Coordinator at Kaufman, Rossin & Co. A 3.9 GPA and in the Honors Program at Bradley University. Graduated Summa Cum Laude. A 4.0 GPA in the Human Computer Interaction Graduate Certificate program at University of Missouri and a 4.0 in the Masters of Business Administration program at Mississippi State University.

Educational Information:

- **Bradley University, Peoria, Illinois**

  - Bachelor of Arts in Multimedia & Advertising

  - Minors in Marketing & Graphic Design

  - Date of Graduation: December 2004

  - Overall GPA: 3.9/4.0 — Major GPA: 3.9/4.0

  - Graduated Summa Cum Laude & in the Honors Program

- **Mississippi State University, Starkville, Mississippi**

  - Masters of Business Administration – Concentration in Project Management

  - Date of Graduation: December 2014

  - GPA: 4.0/4.0

- **University of Missouri, Rolla, Missouri**

  - Graduate Certificate in Human Computer Interaction

  - Date of Graduation: December 2013

  - GPA: 4.0/4.0

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Experience:

• Dell Technologies: Round Rock, Texas
July 2018 – Present
Senior Principal Product Designer

- Lead the design and evangelism of the Dell design system

- Collaborate with other designers, developers, researchers, and business stakeholders

- Conceptualize and execute global creative solutions for digital experiences

- Work on interactive design projects that meet both user and business objectives, while maintaining and supporting brand standards

- Help conceive, define and execute user experiences across web and mobile

- Practice and facilitate Human-Centered Design (Design Thinking) methodologies

• Austin Community College: Austin, Texas
September 2018 – Present
Adjunct Professor – User Experience

- Develop the user experience curriculum

- Teach user-centered design courses

- Plan lessons and lectures

- Create homework & in-class assignments

• Touro University: Online
September 2018 – Present
Adjunct Professor – User Experience

- Develop the user experience curriculum

- Teach graduate user experience design web development courses online

- Plan lessons and lectures

- Create homework & in-class assignments

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- **MasterCard**: New York, New York
  September 2015 – July 2018
  Senior Director of User Experience

    - Led user experience developers building experiences for multiple digital products

    - Created conceptual prototypes for generative and evaluative testing

    - Rapidly generated & iterated on prototypes from low to high fidelity

    - Worked in an iterative design process such as Lean UX and Agile

    - Partnered with product teams across the company to develop a UX strategy and create a roadmap for the stages of the UX process

- **Monroe Community College:** New York, New York
  May 2017 – November 2017
  Adjunct Professor – Web/Mobile User Experience

    - Developed the user experience curriculum for the community college

    - Taught user experience design & strategy courses

    - Planned lessons and lectures

    - Created homework & in-class assignments

    - Received excellent feedback & reviews from students

- **MasterCard Worldwide:** St. Louis, Missouri
  September 2013 – September 2015
  Lead Systems Analyst/UI Developer

    - Worked with the product team to develop technical requirements

    - Developed wireframes & prototypes using Axure

    - Created user stories & acceptance criteria as part of an agile team

    - Fixed interface bugs using HTML, Handlebars.js, JQuery & JavaScript

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- **Art Institute of St. Louis**:   St. Louis, Missouri
                                    January 2015 – August 2015
                                    Adjunct Professor – Graphic & Web Design

    - Taught undergraduate web design & web development courses
    - Planned lessons & lectures
    - Created homework assignments, tests, and quizzes
    - Chose the textbooks used for the classes
    - Conducted student/teacher conferences bi-weekly with students
    - Received excellent feedback & reviews from students

- **MasterCard Worldwide**:   St. Louis, Missouri
                                    October 2012 – September 2013
                                    Lead UI Engineer – Design & Prototyping

    - Designed & developed HTML 5, CSS 3, & JavaScript websites/apps
    - Managed software development projects
    - Developed & designed native iOS & Android apps
    - Created product videos using Adobe After Effects
    - Participated in idea generation for future web applications
    - Researched emerging Internet technologies and trends

- **MasterCard Worldwide:**   St. Louis, Missouri
                                    October 2007 – October 2012
                                    Senior Usability Analyst / Senior Software Engineer

    - Designed wireframes
    - Developed websites using HTML/CSS/JS based on wireframes
    - Designed & prototyped web applications using Adobe Flex/AS3
    - Evangelized the user experience process across the organization

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Computer Skills:

- Adobe Creative Suite, including: Photoshop, XD, After Effects, & Illustrator
- Sketch
- CSS, HTML, Angular, React, JQuery, & MySQL
- iOS Swift / Android Java development
- Axure
- InVision

Patents:

- System & method for graduated security in user authentication US20150052587A1
- Method and system for generation of vector graphics US20190122333A1
- Systems and methods for facilitating multi-party payment transactions US20150019411A1

Honors:

- Recognized as a "Design Leader" by Adobe (Link)
- Grand Prize Winner of MasterCard Innovation Challenges
- Winner of MasterCard Digital Marketing Award
- Winner of MasterCard Developer Challenge