

Jordan Joseph

Product Design Director @ Calibrate

Contact

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Skills



Education & Courses

CAL POLY, SAN LUIS OBISPO

BS Graphic Communication
Design Reproduction Technology
Concentration

STRATEGIC DESIGN LEADERSHIP

Second Wave Dive • 2022

INCLUSIVE LEADERSHIP TRAINING

Catalyst • 2022

DESIGN LEADERSHIP COACHING

BetterUp • 2021

Experience

CALIBRATE

May 2022 → Apr 2023
Remote

PRODUCT DESIGN DIRECTOR

- Led, hired, and managed a team of product designers in a fast-paced, dynamic environment, overseeing design across mobile app, web app, website, and email marketing platforms
- Spearheaded successful redesign of member onboarding experience for brand new iOS/Android native app, responsible for defining the user journey, vision, and strategy at multiple levels
- Contributed to more than 3x customer growth in 2022 by launching Calibrate's first enterprise offering
- Developed comprehensive design system from scratch, setting the brand direction and elevating visual patterns and brand experience across all product touch points
- Established strong partnerships with product, engineering, and research teams to effectively scope design projects and prioritize team efforts, delivering tangible business impact and enhanced user experience
- Mentored team members and implemented effective internal and cross-functional team processes and rituals to improve overall team performance and efficiency

CUROLOGY

Jan 2021 → May 2022
Remote

PRODUCT DESIGN MANAGER

- Managed and built a high-performing team of Product Designers, optimizing the top-of-funnel experience for Curology and Agency skincare brands
- Identified and streamlined cross-functional team processes, resulting in \$52K annually saved on upfront costs, 50% decrease in overall process time, 75% decrease in build time, and 100% decrease in design dependencies
- Spearheaded redesign of Curology's homepage through user research, iterative design, rapid A/B testing and experimentation resulting in +9.8% CVR lift and +\$180K monthly in savings
- Defined and shaped the strategy, operations, and communication for UX Team, creating guiding principles and best practices for design critiques
- Fostered an iterative testing and research culture, partnering with the User Research team to democratize and scale resources for the entire organization

CUROLOGY

Jun 2020 → Jan 2021
Remote

LEAD PRODUCT DESIGNER

- Successfully launched and executed go-to-market strategy and product experience for Agency, Curology's anti-aging sister brand
- Partnered with senior leadership to define product strategy and direction for the company, ensuring alignment with business objectives
- Collaborated closely with engineering, product, research, and content teams to formulate clear hypotheses and conduct tests, resulting in data-driven decision-making
- Elevated the standard of design excellence, ensuring a strong understanding of user-centered design principles and best practices across the organization
- Balanced qualitative and quantitative data with product intuition to effectively solve for user needs
- Demonstrated a high level of self-awareness, focusing on delivering impact while staying adaptable and open to feedback

AFFINITY CREATIVE GROUP

Jul 2017 → Jun 2020
San Francisco, CA

LEAD DIGITAL DESIGNER

- Led end-to-end design for all web and e-commerce projects, from ideation to engineering handoff
- Designed and pitched concepts and strategies to executive leadership across industries including food and beverage, hospitality, and real estate
- Successfully managed timelines and simultaneous projects to ensure high-quality deliverables
- Managed and mentored fellow designers, providing direction and feedback
- Built and maintained strong client relationships across range of industries
- Created design systems and standards, leveraging existing when applicable
- Selected by leadership to redesign the agency's brand identity and website

AFFINITY CREATIVE GROUP

Jul 2016 → Jul 2017
San Francisco, CA

DIGITAL DESIGNER

- Owned consumer and business facing digital design projects from initial kickoff strategy to development launch, balancing a wide scale of projects and variety of clients
- Collaborated closely with the development team to communicate quality assurance for all creative assets and project launches
- Prioritized mobile-first design and intuitive user experience by testing new strategies, trends, and interactive digital brand experiences
- Communicated conceptual ideas and design rationale to leadership and clients through intuitive site functionality, interaction, site architecture, user interfaces, and navigation

STUDIOGOOD

Jun 2015 → May 2016
San Luis Obispo, CA

JUNIOR DIGITAL DESIGNER

- Designed brand identities, websites, and multi-faceted digital campaigns for clients across big enterprise to national non-profit organizations including Muscular Dystrophy Association (MDA), City of San Luis Obispo Tourism District, Boys and Girls Club of America, and Intellects Learning, Inc.
- Owned projects from initial concepts through wireframes, prototyping, design, and implementation phases
- Collaborated in client kickoff meetings to establish art direction, brand goals and timelines

OTHER

Sept 2013 → Present
Remote

FREELANCE DESIGNER

- Ongoing consulting and design for startups and independent brands across HealthTech, FinTech, real estate, health and wellness, hospitality, and food and beverage industries