

# Joe Yelochan

“Looking for new problem spaces to hone my craft of research & design.”

## ux design, product design, user research, interaction design, IA

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### senior ux designer | researcher (March 2018 - present)

JPMorgan Chase & Co. - Columbus, OH

UX designer, UX design researcher, UX strategist, UX consultant: I wear many different hats within the realm of user experience.

At JPMC, our team strives to design the Next Gen workstations of the future. At JPMC (CT) Workforce Technology we ask ourselves: can we leverage emerging technologies to provide a frictionless experience for our 250,000+ employees worldwide? What should the workstations of the future look like, and what type of cultural change is required to support innovative new ways to work, communicate, and collaborate across the globe?

### product design lead (ux) (January 2017 - November 2017)

Aver Inc. - Columbus, OH

Design lead responsible for executing an end-to-end user-centered design process, as well as positively impacting our organization with design thinking and a user-centered design philosophy. Lead designer and SME for overseeing a product's user experience (working closely with a product manager), and the implementation and execution of user-centered design through a software product's entire lifecycle: 1.) user research 2.) research synthesis 3.) concept generation and brainstorming 4.) concept synthesis and design iteration 5.) design sketches, mockups, wireframes, and prototyping as needed 6.) user testing, research synthesis, and reporting of results to stakeholders 7.) wireframe creation, visual design collaboration, user-story collaboration, and deliverable hand-off to engineering & development 8.) engineering & dev support from a UX perspective 9.) continued (long-term) user-testing of live/shipped products with UX support & advice, recommendations, and interaction design iterations 10.) user research, information architecture, and interaction design support to a product at any stage in its lifecycle if and when needed.

### ux designer (January 2016 - January 2017)

Aver Inc. - Columbus, OH

Co-created, conceptualized, tested, and helped re-design an existing software product in the Healthcare space. Communicated directly with clients to help identify needs, problem spaces, constraints, and provide recommendations, concepts, and digital solutions. Worked on teams to create design docs, sketches, user task flows, wireframes, customer journeys, storyboards, scenarios, personas, mockups, and prototypes. Conducted on site usability tests. Interviewed and worked with SME's and users by phone and on site (contextual inquiry). The ability to work successfully on teams was a must. Collaborated with product managers, business clients, user researchers, graphic/visual designers, prototypers, and healthcare data specialists on small teams to deliver quality software and solutions.

### user experience and interaction designer (April 2012 - January 2016)

Nationwide - Columbus, OH

Created, conceptualized, tested, and designed responsive web-based solutions and software tools for Nationwide Mutual Insurance Company. Communicated directly with clients to help identify needs, problem spaces, constraints, and provide recommendations, concepts, and digital solutions. Worked on teams to create design docs, sketches, user task flows, wireframes, customer journeys, storyboards, scenarios, personas, mockups, and prototypes. Conducted on site usability tests. Interviewed and worked with SME's and users by phone and on site (contextual inquiry). The ability to work successfully on teams was a must. Collaborated with business clients, user researchers, graphic/visual designers, prototypers, and content specialists on both large and small teams to deliver quality software and solutions.

## methods

User Research, Sketching, Concept Creation, Wireframes, Mockups, Affinity Diagrams, Personas, Scenario creation, Storyboarding, Low-Fi/Paper Prototyping, Systems Approach / Systems Thinking, User Audience Analysis, User Interviews, Subject-Matter Expert Interviews, Task Analysis, Cognitive Task / Performance Analysis, Workplace observations, Ethnography, Focus Groups, Workshop Facilitator Guides/Planning, Contextual Inquiry, Usability Testing /Design Iteration, High/Low Fidelity Rapid Prototyping and discovery or exploratory testing, Research Synthesis & Presentation.

## education

(M.S.) Human-Computer Interaction/design

(M.S.) Instructional Systems Technology

INDIANA UNIVERSITY, BLOOMINGTON (2010)

(B.A.) English Writing/Film

UNIVERSITY OF PITTSBURGH (2001)

## skills (scale of 1 -5)

### ux disciplines:

user research	0 0 0 0 0
interaction design	0 0 0 0 0
information architecture	0 0 0 0 0
usability testing	0 0 0 0 0
design thinking	0 0 0 0 0
HCI theory	0 0 0 0 0
visual design	0 0 0
reading/writing	0 0 0 0 0

### ux skills:

user empathy/journeys	0 0 0 0 0
sketching/concepting	0 0 0 0 0
systems mapping	0 0 0 0 0
mobile/responsive design	0 0 0 0 0
paperprototype/wireframe	0 0 0 0 0
ui/graphic design	0 0 0
presenting research/design	0 0 0 0 0
planning/managing	0 0

### software skills:

Photoshop	0 0 0 0 0
InDesign	0 0 0 0 0
Illustrator	0 0 0
Axure/Sketch	0 0 0 0 0
Acrobat (prototypes)	0 0 0 0 0
html/JavaScript	0 0
CSS	0 0
Other prototype methods	0 0 0 0 0

### character skills:

creativity	0 0 0 0 0
bold conversation	0 0 0 0
socialability	0 0 0
focus/stays on task	0 0 0 0 0
B.S.'ing to people	0
playing/having fun	0 0 0
acting w/o thinking	n/a
dreaming new ideas	0 0 0 0 0 0 0 0 0 0