

Joshua Sera

User Experience Designer

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Summary

I am a User Experience designer with a relentless thirst for knowledge, and a passion for making technology work for people, instead of making people work for technology.

UX Experience

U.W. Bothell - Academic Affairs, Aug.2017

Content Strategist/ Information Architecture

I organized over 100 pages worth of content in a way that made the site easy to navigate by new and experienced users, vastly improving a site that had grown organically over the course of five years.

AllRecipes, Jul.2017

Interaction Design/Visual Design

This was a concept piece for AllRecipes. Our assignment was to add a feature to AllRecipes' mobile app. I redesigned the app's shopping list, and did visual design for the hands-free recipe mode that we added to the app.

Selected Development History

Walt Disney Parks and Resorts, Feb.2012-Jan.2013

Senior Web Developer

Worked on the Responsive redesign of WDPRO's main website. I helped redesign and prototype responsive versions of the main nav bar and other UI elements. Worked on the proof of concept pieces that would lead WDPRO's future direction on responsive design.

Zumobi, Jun.2010-Aug.2011

Lead Software Developer

Started the Android practice at Zumobi, I took existing designs for the iOS app, and translated them into Android specific UI metaphors. I Wrote the first app for MSNBC that got millions of installations and a 4.5 average rating from users.

Skills

Android Material Design

iOS HI Guidelines

Responsive Design

Interactive Prototypes

Tools

Sketch

Omnigraffle

Adobe Creative Suite

HTML/CSS/JS

Methods

Wireframing

User Testing

User Interviewing

Education

General Assembly

UXDI program, Jun.

2017-Aug.2017

This was a 10-week intensive course, where we learned about all aspects of user experience, putting in 60+ hours a week of classroom time, and actual project work, as well as doing a final project with a real-world client.