



# Joey Gross

## Contact:

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Overland Park, KS

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## Soft skills:

Leadership, Vision & Strategy

A/B Testing

Team Building & Development

Product Strategy & Design

Consumer Insights

Cross-functional Collaboration

Marketing Content & Strategy

Qualitative & Quantitative Research

Relationship Building

Journey Mapping

Web and Product Design

Stakeholder Engagement

## Hard skills:

Modern JavaScript Frameworks

Adobe Suite

Figma

Sketch

HTML & CSS

Webflow

WordPress

Vue

React

Angular

HubSpot

Twilio

Zapier

Monday

Agile

Meta Ads

Google Ads

## Education:

Bachelor of Art (BA)

Commercial Art

Emphasis in Graphic Design

University of Central Missouri



Kansas City, MO

## Head of Design

2022 - Present

Establish innovative vision, lead the design team, and spearhead development of internal and external marketing initiatives across multiple channels and ensure seamless integration of third-party technologies and design systems. Influence forward-looking business decisions and develop technology roadmaps to improve competitive positioning in the marketplace.

- Ensure consistency, brand relevance, quality, functionality, and alignment with the organization's strategic marketing initiatives, operational vision, and technical solutions of deliverables, including web and native mobile applications.
- Oversee design teams translating concepts into leading-edge designs, visuals, prototypes, applications, and experiences and creating social media, advertising campaigns, web design, and email marketing collateral materials.
- Collaborate with product engineering and technology teams to ensure technology product features align with business decisions and design execution meets technical requirements while streamlining handoffs.
- Manage company's strategic partnerships, websites, e-commerce sites, landing pages, and all HubSpot insights, including workflows, email campaigns, social media campaigns, contact lists, and forms.

### Strategic Partnerships & Revenue Growth

- Onboarded 5 new strategic B2B partners post-product launch.
- Transitioned the company from pre-revenue to sustained post-revenue with consistent sales by launching two pilot programs with 5 strategic partnerships.

### Brand Development & Awareness

- Achieved a 644% increase in brand awareness within 1 year following a rebrand and strategic implementation across social media platforms.
- Increased digital presence and engagement, attaining a 60% surge in website traffic.

### Operational & Sales Process Efficiency

- Led 3 major cross-functional initiatives, significantly enhancing operational efficiency and scalability.
- Promoted professional development that enhanced the design team skillset with courses in UI/UX, business management, SEO, and paid advertising.
- Spearheaded implementation of HubSpot CRM and onboarding a specialized HubSpot agency, resulting in enhanced reporting accuracy and clear insights into sales and operational cost reduction opportunities and strategies.
- Reduced overhead by eliminating redundant roles and reducing headcount; acquired software that optimized operations, increased productivity, and transitioned to contract employees to handle special projects.
- Enhanced team productivity and improved system integrations with Twilio, Google, and Zapier, resulting in more efficient project deliveries by implementing Monday as a project management tool.

### Product Development & Implementation

- Developed and launched 4 mobile apps, 2 web applications, and 3 marketing websites.

### Customer Satisfaction & Engagement

- Maintained a 5-star customer satisfaction rating across all products and services.



Lucky Orange

Kansas City, MO

**Senior Product Designer** | 11/2021 - 10/2022

Managed, mentored, and developed a cross-functional design team while encouraging collaboration across customer service, marketing, support, development, and leadership teams. Owned product lifecycle and contributed to all aspects of the end-to-end experience across various channels while maintaining consistency and UX standards.

- Created user-centered designs by balancing end to end user journeys, feedback, research, and technical opportunities.
- Developed project concepts, scope, and budgets while recommending product line simplifications and defining projects for a seamless user experience.
- Presented insights into current design trends while adhering to brand and accessibility standards.
- Collected and prioritized feedback and collaborated with users to ensure a proactive roadmap of UX enhancements and feature releases.



Spring Venture Group

Kansas City, MO

**Senior UI/UX Designer** | 2/2020 - 11/2022

Created user and business goals and gathered feedback on live products and new designs for UX iterations by partnering and collaborating with business stakeholders and internal teams.

- Planned and facilitated user research by observing user behaviors via qualitative and quantitative research methodologies, including user interviews, A/B testing, usability testing, and live product analytics.
- Documented and created user journeys, personas, and audience segments to inform the design of visual solutions that addressed user issues and enhanced business and user goals.
- Implemented human-centered design methodologies and processes that leveraged ongoing feedback, user insights, and information by translating insights into actions.
- Designed a retention-based post-sale mobile application, a third-party web application, and an internal enterprise-level software application, overseeing hand-off through development and leading user acceptance testing (UAT.)



PASKR Tech

Nashville, TN

**Senior UI/UX Designer** | 2/2019 - 2/2020

Designed high-quality and engaging experiences through user-friendly software product designs across the construction industry, utilizing a variety of architecture to meet the varying needs of all users.

- Maintained best practices to build user flows, wireframes, and prototypes, ensuring products deliver optimal experiences.
- Collaborated with cross-functional teams to determine desired design outcomes while providing insight and direction on processes, roadmaps, and content strategies

## 8 Years of Creative Vision, Product Design, UX/UI, & Technology Experience

- Bring customer visions to life with integrated product designs and innovative experiences, including concepts, prototypes, journey mapping, and personas to establish a defined company brand that entices a target audience and disrupts the market.
- Capitalize on the diverse and vast experience of multidisciplinary teams through collaborating and brainstorming to generate well-honed ideas and solutions.
- Leverage research, customer and market insights, and data analysis to identify market trends and develop product strategy.
- Create conceptual interactive product and application designs that invite user participation, engagement, and interest.
- Build collaborative relationships, serve as a liaison, and bridge the communication gap between stakeholders, technical teams, and third-party resources to ensure accurate deliverables.