Joseph Toscano

A New York based designer and engineer with a passion for creating captivating visuals and delightful user experiences.

hello@josephtoscano.io
josephtoscano.io
631-306-4179

Work Experience

Sierra Nevada Corporation – Senior Product Designer

MAR 2021 – DEC 2021 • REMOTE

- Demonstrated extensive knowledge of both UX/UI design skills; leveraged user behavior research to create user flows and working prototypes for internal enterprise software applications.

- Worked closely with engineering team in Agile sprints; clearly articulated design decisions and process to stakeholders during sprint demonstrations, while proactively seeking feedback.

Mindful Creative – Founder, UX/UI Designer & Engineer

DEC 2016 – PRESENT • HUNTINGTON, NY

- Establish effective working relationships directly with clients; use research and data to engineer powerful, valuable business tools; host and maintain client websites on personal cloud server.

- Utilize latest trends, techniques, and technologies to design and develop pixel-perfect desktop and mobile user interfaces; deliver high-quality, effective products with rich user experiences.

Mission Disrupt – Lead UX/UI Designer & Engineer

OCT 2019 – MAR 2021 • HUNTINGTON, NY

- Led cross-functional brainstorms and problem solving sessions; partnered with content strategists and engineers to ensure a consistent and cohesive experience for all user-facing products.

- Involved in all aspects of product development; translated problems and broad concepts into intuitive, cross-platform, user-centered experiences across a variety of industry verticals.

ZDI – UX/UI Designer

MAY 2016 – DEC 2016 • BABYLON, NY

- Designed and maintained consistent, innovative experiences and interfaces across all desktop and mobile products that are aligned with industry best practices and accessibility standards.

- Created strategic user flows and high-fidelity/low-fidelity prototypes based off of user behavior research; designed and shipped multiple consumer-facing native products on iOS and Android.

DrinkLynk – Lead Product Designer

MAR 2014 – MAY 2016 • NEW YORK, NY

- Lead designer and nurturer of brand identity and UX/UI for bar/nightclub-reservation web and mobile applications; utilized a full range of visual design skills for entire DrinkLynk product.

- Participated in user research to evaluate user feedback; assessed the usability of future and existing products and made constructive suggestions for improvement.

NOTABLE PAST EXPERIENCE

Webdugout – Web Designer & Developer
2011 – 2014 • Deer Park, NY

Total Concept Design – Jr. Display Designer
2012 – 2017 • East Stroudsburg, PA

Skills

USER EXPERIENCE

Wireframes • Prototyping • A/B testing Usability testing • User research Competitive analysis • User flows Product roadmap • User journeys Accessibility auditing • Information architecture • Flowcharts • Task flows Experience maps

DESIGN

User experience design • User interface design • Interaction design • User-centered design • Visual design • Logo design • Packaging design • Branding Style guides • Data visualization Design systems • Pixel-perfect design Human Interface Guidelines

ENGINEERING

HTML • CSS • LESS • SASS • TailwindCSS React • Next.js • PHP • WordPress • Git

TOOLS

Adobe XD • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Sketch Figma • InVision • InVision Studio Webflow • Principle • Hotjar • ProtoPie FlowMapp • Ionic • OmniGraffle • React Native • Material Design Components

COLLABORATION

Slack • Agile • Microsoft Teams • Jira

QUALITIES

Detail-oriented • Problem solver • Team player • Self-motivated • Punctual • Communicative • Organized

Education

Suffolk Community College

2007 – 2009 • Brentwood, NY

Completed 23 credits towards an AS in Graphic Design