

As an accomplished creative lead, team lead, visual architect, UX strategist and business owner with extensive experience, I possess a strong background in fine arts with a wide range of technical proficiencies in the industry's leading tools.

Focusing on user experience and implementation of whole concept strategies in large-scale projects and global campaigns, I have a proven ability to motivate and integrate teams of artists, programmers and executive leadership.

I am committed to presenting logical and strategic creative projects from conception to completion.

**User Experience & User Interface Design and Strategy - UI & UX**  
**Leading Customer Experience - CX**  
**Creating and Maintaining Design Systems**  
**Prototyping in High and Low Fidelity**  
**Mobile & Tablet Native Android and iOS Experiences & PWA**  
**Interactive and Print Creative**  
**Marketing and Advertising Campaign Development**  
**Creative Group Management and Art Direction**  
**Needs Analysis, Usability, User Testing & Research**  
**Brand Identity and Corporate Collateral**  
**Photography and Photo Compositing**  
**Licensed Merchandise and Apparel Design**  
**Omni-channel E-commerce Design**  
**Illustration, Photo and Traditional**

## Software & Technologies

Adobe Experience Design (XD), Illustrator, Photoshop, InDesign, Premier, Audition, Figma, Penpot, Lucid Chart, Sketch, InVision, Zeplin, Balsamic, Lightroom, Bridge, Dreamweaver, Flash, Edge Inspect, Omniture, Sublime Text, Brackets, Visual Studio Code, Axure, Omnigraffle, Homesite, Painter, HTML, CSS, JS, Analytics, Motion Graphics, SEO, Silverlight, Blend, XAML, Blazor, Mudblazor, YouTrack, Tortoise SVN, JIRA, Teamwork, Bitbucket, GitHub, Microsoft Office suite, O365, Slack, Spark, O365, Azure DevOps.

## Experience

### HARVEST CROO ROBOTICS

**Senior User Experience and Customer Experience Designer & Strategist** - 3/2018 - Current

- Principal UX/UI/CX, and art direction for omni-channel Harvest CROO Robotics systems including: robotics control systems, mapping, waypoint and autonomous driving management/visualization, fleet management, diagnostic systems, big/deep-data analytics and visualization features.
- Harvest CROO Robotics is a US-based robotics firm, focused on revolutionizing the agricultural industry with autonomous robotic harvesting services and big data analytic insights, with an initial focus on the strawberry industry.

### JOEL MEINE CREATIVE

**Principal - Creative Director** - 8/1994 - Current

- Creative boutique agency with a foundation in visual design principles that have matured and adapted to the next generation of user experience, user interface design and strategy needs. Partnering with organizations, from startups to Fortune 100's, to create cross-platform experiences along with full marketing and branding initiatives.
- Projects and Brands include: include: Johnson Controls, Mercury Marine, Laughlin Constable, W3M - Web3Mavens, Mbira Technologies, Zyquest, Aero Beverages, Harmony Murphy Gallery, First Robotics, Harvest CROO Robotics, Pitzer Consulting, Intel Corporation, Dice.com, Team Raptor (Battlebots TV), Arizona HI-Fi, Halo Precision Piercing.

---

## Experience

### MILK CAN DEV AND DESIGN

**Principal - Creative Director - UI/UX/CX Design and Strategy** - 8/2016 - 3/2018

- Creative and UX/CX lead, producing user experiences, user interface design and UX strategy. Specializing in innovative native mobile experiences that drive customer engagement, and deliver user-centric digital solutions that build brand loyalty and align with business needs.
- Projects and Brands include: Milk Can, GameFor, Kohl's, Secura, That Conference, SixSpeed, Alliance Laundry Systems, Harvest CROO Robotics and Excelion Partners.

### JOHNSON CONTROLS

**Senior User Experience Designer and Strategist** (full-time consultant) - 8/2013 - 9/2014

- Principal in creating the web-based delivery approach and content templates to communicate the new design language system across multiple internal audiences including: user experience, developers, and product managers. This centralized approach made it easier to maintain and consistently present key information to each user group.
- Co-developing the design philosophy and the tactical strategy that shifts the internal product development culture from a feature-centric to a user-centric methodology by promoting and evangelizing a prioritization of gathering qualitative and quantitative analytics and research to help inform product UI and UX decision and its business value within the organization.

### MERCURY MARINE

**Senior User Interface & User Experience Designer and Engineer** (full-time consultant) - 8/2013 - 9/2014

- Principal UI/UX lead for a multilingual software application in the marine industry. Involved in all stages of research, design and implementation. Designing all graphical elements within the UI.
- Co-lead UI/UX on two consumer-centric embedded systems, creating a unified experience between two form factors and across a touchscreen and non-touch physical button system.
- Production of a long-term user-centered design principles strategy with a pattern library and style guide. This created a consistent user experience, reduced user error and time on task, while improving time to market and decreasing software development time.

### FENDER MUSICAL INSTRUMENTS

**Manager of Creative Development & Senior User Interface Designer** - 8/2003 - 11/2010

- Managed and mentored a diverse creative print department that produced material for over 11 Individual FMIC brands globally.
- Drove creative and technological direction for numerous national and global marketing and advertising campaigns, that helped drive consistent annual growth.
- Researched, identified and oversaw implementation of system that allowed for migration from manually produced marketing materials into a database driven auto-pagination system that saved over 85% in development hours.
- Lead software UI design throughout product life cycle and translate user experience research findings into design improvements. This quickly lead to next generation concepts and highlighted technical feasibility constraints.

---

## Additional Experience

### SECURE MEDICAL/MEDFICO

**Senior Web & Graphic Designer** - 5/2002 - 3/2003

### C9 INNOVATIONS

**Senior Web & Graphic Designer** - 10/2001 - 4/2002

### VCOMMERCE CORPORATION

**Manager of Web Development** - 9/1998 - 10/2001

### FRONTIER GLOBALCENTER

**Lead Artist** - 7/1997 - 8/1998