

# JOSEPH R. JOHNSON

Project Manager / Art Director

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*BuddyTV.com, Seattle, WA* Jan 2008 – Aug 2009

## **Project/Product Manager**

Managed in-house web and software projects from conception to launch. Defined project scope and schedule. Managed a nine member development team, including .Net and C# developers, data base administrators, and CSS designers. Managed the email marketing program, reaching over 2 million recipients. Worked directly with the CEO on new product and feature development. Performed competitive and data analysis for new products and features.

- Implemented project management and scheduling software.
- Developed features that grew site page views 500% to over 3 million a day.
- Achieved a 95% email delivery rate and a 20% click through rate, serving over 2 million users.

## **Head of User Experience (UX Design)**

Led the user experience efforts, including new feature design and implementation. Responsible for establishing and managing the companies design process. Designed workflows, wire frames, and detailed graphic mockups. Responsible for managing the site's aesthetic look-and-feel.

- Implemented an in-house user and usability testing program.
- Optimized site registration flow and increased registrations to over 30,000 a day.
- Redesigned the site to appeal to a younger, female audience and focus on specific TV show verticals.

*Intava, Bellevue, WA* June 2005 - Jan 2008

## **Sr. Designer**

Designed dynamic and innovative UI experiences for interactive retail touch screen systems, digital signage, and web based software applications. Filled in for the CEO, fulfilling the role of Art Director on many projects. Managed junior level designers, and presented concepts, prototypes, and final designs to fortune 500 clients.

- Owned the role of Art Director on new product prototypes and special event designs.
- Sr. Designer on the company's primary, \$4 million, account.
- Hired Jr. Designers and trained them to follow the company's design process.
- Worked in cooperation with the premier ad agency Goodby, Silverstein and Partners.
- Was promoted twice in under two years.

*Washington State University, Pullman, WA*

## **B.A. Degree, Fine Arts - Emphasis in Graphic Design – 3.4 GPA**

- Completed a four year degree in three and a half years.
- Vice President, Treasurer and Recruitment Chairman of FarmHouse Fraternity.
- Winner of 'The Doan Award' (Outstanding Senior) at my fraternity - 2004
- Winner of 'The Outstanding New Member Award' at my fraternity - 2001

References:

### **Andy Liu**

CEO - BuddyTV.com  
206-650-6083  
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### **Ben Huh**

CEO – Pet Holdings  
(ICanHasCheezBurger.com)  
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### **Troy Carroll**

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### **Andrew McDonald**

Art Director – Intava  
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