

# JOE ALTERIO

is a digital-native creative director, storyteller, and designer, who has been pushing the digital medium forward while creating engaging and useful experiences.

206 465 3465  
joe@joalterio.com  
www.joalter.io

## Experience

### **JoeAlterio.com** 5/2004 - Current

**Creative Director, Designer and Digital Storyteller for private, client-based consultancy**, whom has been at the forefront of the digital design field for more than ten years. My works has spanned the industry from games to products, AR to location services. Select clients include **NASA, the Red Cross, Microsoft, Adobe, and Visa.**

#### *Selected Freelance Engagements*

5/2017 **McKinsey** Lead full UX and design of web training app for McKinsey's top talent

3/2016 **World of Tanks** Lead full product redesign and user flows for game with millions of users

10/2015 **Tumblr** Future-focussed design charette around new ways for users to explore the app

3/2014 **HSBC** Future-focussed design concepting for user engagement and retention

8/2013 **A List Apart** Continuing art direction and content for seminal web magazine

### **GYST** 12/2015 - 5/2017

#### **UX Lead**

At GYST, I lead full product design and user flows, both desktop and mobile, for web app and utility service around life planning. I was responsible for setting strategic conversion goals, testing UX and UI assumptions, leading the responsive design for full site, including an e-commerce flow, and finally working hand in hand with the development team to deploy a site that was functional, beautiful, and relevant. In my course of time there, I brought CTRs and retention of users up by almost 20%, as well as larger share of new customers.

### **Glympse** 1/2015 - 12/2015

#### **Associate Creative Director**

At Glympse, I was the acting Creative Director and design lead for the innovative location-sharing app, leading the app design through a turbulent period of change by bringing the brand and collateral up to current design trends, leading rethinking of app UI.

I was a partner in rethinking entire UX and design of a complex and dated user experience, so the new release was easy to use, delightful, and relevant, resulting in high app store reviews. I also lead a share of the enterprise design, leading UX for partnerships with Time-Warner, Papa John's Pizza, and Nordstroms.

### **Tether** 8/2014 - 12/2015

#### **Senior Interactive Designer**

Senior Interactive Lead in large agency that lead UX on projects for Microsoft, Savers, and many other clients.

Worked hand in hand with internal and external development teams to create a comprehensive, realistic, and achievable interaction guide for the development teams, as well as a holistic view of the production to iterate on new solutions, should the original ones need to be adjusted.

### **pinch/zoom** 9/2012 - 8/2014

#### **Mobile Design Director**

Mobile design director of innovation and technology company, focussed on mobile strategy and products. Our clients included ADP, HSBC, ARO, NY Times and many others. Lead various teams from blue sky iterations all the way through to deployment on digital products, from web apps to hybrid experiences.

*Former Employers also include Venables, Bell, & Partners, Wilson RMS, and Nickelodeon Studios. Additional employment details happily provided.*

## Speaking Engagements

### **SouthbySouthwest, Seattle Interactive Con, San Diego Comic-Con, Seoul Int'l Fest**

I have spoken about UX design, human design interaction, collective creativity, and the potential of mobile art in many venues. A full list will be happily provided.

## Education

### **University of Southern California** 1996 - 2000

Bachelor of Arts degree on Full Scholarship in Cinema-Television Production program, with an emphasis in Animation