

# Joyce Croft

joycecroft@gmail.com  
joycecroft.com

## SPEAKING ENGAGEMENTS

### Interaction Design Foundation

Online Master Class  
October 2024

*How to master the invisible work: Practical tips and insights to build a design culture and advance your career*

### DDX San Diego

San Diego, CA  
September 19, 2024

*Panelist: Augmented Creativity & Innovation*

### Config 2024

San Francisco, CA  
June 26-27, 2024

*Design as Therapy: emotional dynamics of aerospace engineering*

### UNIQUEWAYS

Audio Podcast  
June 10, 2024

*205 Joyce Croft, Senior Lead Human Centered Designer*

### CRA-WP Grad Cohort for Women

Minneapolis, MN  
April 11-13, 2024

*Plenary: Strategies for Human-Human Interaction*

### JPL Software Symposium

Pasadena, CA  
February 15, 2024

*InnerSource Pilot*

### CMD-IT/ACM Richard Tapia

Dallas, TX  
September 11-13, 2023

*Plenary: Research Career Mentoring for Industry and Government Labs*

## PATENTS

### Systems and Methods for Creating, Editing, and Publishing Cross-Platform Interactive Electronic Works

US 20130179761  
July 11, 2013

## EXPERIENCE

### NASA Jet Propulsion Laboratory | Senior Lead Human-Centered Designer

2020 - present

Conduct user research and lead workshops to define problem space; align and collaborate with stakeholders to prioritize and define product roadmap for complex systems. Perform heuristic analysis on existing tools, workflows, and features; refine and validate through the identification and evaluation of new and existing use cases. Develop design systems for products. Educate and mentor designers and developers.

### Google | Senior UX Designer, Verily Life Sciences

2019

Partner with clinicians, engineers, surgeons, researchers, and product managers to build a platform for robotic surgery, dedicated to improving surgical outcomes. Conduct user research, both field research and user interviews, to inform design decisions. Collaborate with engineers, product managers, clinicians, and data scientists to launch a mental health app to 5000 participants. Create app surveys to get reliable data, maintain user engagement, and build trust with users.

### Google | Senior UX Designer, Google Play Instant

2016 - 2018

Work closely with designers, researchers, engineers, marketing, developer advocates, and product managers, to work with Android framework and Google Material to define new UX patterns and flows to deliver Instant Apps to over 2 billion Android users. Create user flows and mockups, conduct usability tests, build prototypes, create presentations for stakeholders and Google I/O.

### Amazon | Senior Designer, Visual Search + Mobile Innovation

2015 - 2016

Lead product and interface design for Amazon's Visual Search, Ad Tech, and AR technology. Define problem space. Provide creative leadership for the complete design process including market research, concept development, design, and implementation. Deliver product improvements and features for Amazon's Visual Search to millions of Amazon's customers. Prototype solutions. Conduct user testing. Present findings to stakeholders. Design and iterate on features. Educate and mentor designers.

### PagerDuty | Head of Visual Design

2013 - 2015

Build an in-house design team and lead the direction, design, and production of all marketing and product strategies. Establish design thinking in an engineering-driven company. Lead the direction, design, and production of all feature content, campaigns, branded marketing, and public relations communication vehicles including, but not limited to, all print, web, and mobile advertising, events, sales collateral, emails, invitations and customized partnership material. Deliver brand and product guidelines. Collaborate with stakeholders to craft a delightful user experience for all products by creating a scalable design system and reinforcing the PagerDuty brand.

# Joyce Croft

joycecroft@gmail.com  
joycecroft.com

## SKILLS

CREATIVE DIRECTION  
DESIGN STRATEGY  
PRODUCT MANAGEMENT  
UX | PRODUCT DESIGN  
USABILITY TESTING  
PERSONA DEVELOPMENT  
UI DESIGN  
WEB | MOBILE DESIGN  
PROTOTYPING  
USER JOURNEYS  
INTERACTION DESIGN  
BRAND IDENTITY  
VISUAL DESIGN  
WIREFRAMING

## PROGRAMS

FIGMA  
SKETCH  
ILLUSTRATOR  
PHOTOSHOP  
MICROSOFT 365  
CONFLUENCE

## AWARDS

### Team Award

*Systems Engineering Portal*  
NASA Jet Propulsion Laboratory  
March 2024

### Voyager Award

*RDQS Leadership*  
NASA Jet Propulsion Laboratory  
November 2021

## VOLUNTEER

**WomenOfAI.org**  
Design Advisor

**Petersen Automotive  
Museum**  
Gallery Interpreter

## EXPERIENCE

### **Inkling** | Senior Design Technologist

2010 - 2013

Concept, design, and build the front end library behind every Inkling title that launched Inkling Habitat (US Patent 20130179761), the world's first scalable publishing environment for building interactive content and increased production by 200%. Collaborate with stakeholders to architect a scalable code library. Create training materials used for train and teach vendors as well as internal teams. Work with content owners to ensure quality and accuracy of styled content. Manage a small team to help implement production, increase productivity, and improve quality.

### **JOYCE DE VIVRE, LLC** | Owner + Design Consultant

2010- present

Manage full service design agency. Lead research and design direction for all projects. Conduct user research and workshops. Maintain client relationships and communications. Present work to clients. Translate research and all marketing and informational content into a functional website. Create information architecture, wireframes, design system, and style guidelines. Design and develop web page mockups. Integrate verbal content with site design for final product.

### **WIRED Magazine** | Senior Web Designer + Developer, Marketing

2006 - 2010

Organize the planning, development, and deployment of WIRED Magazine's marketing web sites. Collaborate with the marketing department and clients to determine project scope and specifications. Coordinate and track progress of design and development teams to implement online designs. Design, layout, build, and perform ongoing maintenance of web pages. Ensure overall quality of the web site. Design digital advertising and event promotions.

## EDUCATION

### **Atlanta College of Art**

Bachelors of Fine Arts with Honors

## CERTIFICATIONS

### **International Research - SBE**

August 2024

CITI Program | Credential ID 64379996

### **Social and Behavioral Research - Basic/Refresher**

August 2024

CITI Program | Credential ID 46605938

### **Required RCR Training for Students and Postdocs**

January 2022

CITI Program | Credential ID 46605937