

Joyce Croft

ART DIRECTOR

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joycecroft.com

SKILLS

ART DIRECTION
CONCEPT DEVELOPMENT
DESIGN STRATEGY
UX/UI DESIGN
WEB/MOBILE DESIGN
INTERACTION DESIGN
USABILITY TESTING
BRAND IDENTITY
VISUAL DESIGN
PERSONAS
FLOWCHARTS
WIREFRAMING
TYPOGRAPHY
ILLUSTRATION
PRINT DESIGN
HTML5/CSS3

PROGRAMS

SKETCH
ILLUSTRATOR
PHOTOSHOP
FLINTO
AFTER EFFECTS
KEYNOTE
INDESIGN
TEXTMATE
GIT

PATENTS

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

US 20130179761

July 11, 2013

EDUCATION

Atlanta College of Art
BFA with Honors
Painting

EXPERIENCE

Google / UX/Visual Designer, Android Instant Apps

2016 - present

Work with Android framework and Google Material design to define new UX patterns and flows to deliver Instant Apps to over 2 billion Android O users. Collaborate with designers, researchers, engineers, marketing teams, developer advocates, and product managers. Create user flows and wireframes, conduct usability testing, build user-interface mockups and prototypes, create presentations for stakeholders and Google I/O. Help shape and create new Android O features. Assist in defining Android P framework.

A9 | Senior Designer, Visual Search + Mobile Innovation

2015 - 2016

Lead product and interface design for Amazon's Visual Search, Ad Tech, and augmented reality technology. Provide creative leadership for complete design process including market research, visioning, connecting, designing, prototyping, and implementation of all projects. Conduct primary research and usability tests. Work within Amazon UI guidelines, processes, and standards to produce a full range of design and UX deliverables. Create an A9 brand styleguide and UI guidelines. Mentor and train junior designers.

PagerDuty | Head of Visual Design

2013- 2015

Design and direct all design, UX/UI, marketing, and product strategies. Build an in-house design team and lead the direction, design, and production of all feature content, campaigns, branded marketing, and public relations communications. Establish design thinking and processes in an engineering focused company. Create a brand styleguide and UI guidelines. Collaborate with designers, engineers and product managers to craft a delightful user experience for the mobile app by creating UI specifications and reinforcing the PagerDuty brand.

Inkling | Senior Design Technologist

2010 - 2013

Concept, design, and build the front end library behind every Inkling title that launched Inkling Habitat (the world's first scalable publishing environment for building interactive content) that increased production by 200%. Collaborate with engineers to architect markup that is sustainable and maintainable. Document all code and processes. Train and teach vendors as well as internal teams. Ensure quality and accuracy of styled content. Manage a small team to help implement production, productivity, and quality.