

# Joyce Croft

DESIGNER

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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  
TYPOGRAPHY  
HTML5 | CSS3

## PROGRAMS

FIGMA  
SKETCH  
ILLUSTRATOR  
PHOTOSHOP  
AFTER EFFECTS  
INDESIGN  
TEXTMATE

## PATENTS

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

**US 20130179761**

July 11, 2013

## VOLUNTEER

Design Advisor  
WomenOfAI.org

## EDUCATION

Atlanta College of Art  
with Honors  
*Painting*

## EXPERIENCE

### **NASA Jet Propulsion Laboratory** | Senior Lead Human-Centered Designer 2020 - present

Lead teams to conduct user research on existing tools, workflows, behaviors, features, and needs analysis; collaborate with stakeholders to prioritize and define product roadmap for complex systems; 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.

### **Verily Life Sciences** | Senior UX Designer 2019

Partner with clinicians, engineers, surgeons, researchers, and product managers to build a platform for robotic surgery, dedicated to improving surgical outcomes. 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.

### **A9** | Senior Designer, Visual Search + Mobile Innovation 2015 - 2016

Lead product and interface design for Amazon's Visual Search, Ad Tech, and AR technology. Provide creative leadership for 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.

### **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. Led a brand refresh. Delivered brand and product guidelines. Collaborate with stakeholders to craft a delightful user experience for all products 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 and increased production by 200%. Collaborate with stakeholders to architect a scalable code library. Manage a small team to help implement production, increase productivity, and improve quality.