Joyce Croft

joycecroft@gmail.com
joycecroft.com

EXPERIENCE

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

Conduct user resrach and lead workshops to define problem space. Establish product vision for Innovation Foundry Office of Formulation. 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.

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 interate 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 productguidelines. 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

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 Consulant
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. Designand 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

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

VOLUNTEER

WomenOfAI.org
Design Adisor