

# JOSEPH 'JACK' ALEXANDER HERRICK-KAISER

DIGITAL PRODUCT DESIGNER

## Work Experience

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### Turntable Labs / Hangout FM — Lead Product Designer

JULY 2023 - PRESENT

Currently spearheading design and the creative direction of a digital social media experience that unifies people through a shared love of music online. Rebranded the entire product internally, including creating a new design language, design system, and branding, and developing new and improved features for the web, mobile, and third-party integrations.

### Limbox — Product Designer

JULY 2022 - FEBRUARY 2023

Lead designer that collaborated closely with a group of psychologists, clinical user-experience researchers, software engineers and other various stakeholders to enhance and broaden a digital therapeutic app aimed at improving engagement and treatment outcomes for depression in adolescents.

### WillowTree — Product Designer

JULY 2018 - MAY 2022 (4 YEARS)

Product designer that successfully guided and managed the development of diverse projects, ranging from humble mobile applications for fledgling startups to complex cross-platform enterprise solutions for renowned Fortune 500 companies such as Fox Weather, Atlassian, Capital One, Locus Health, Kaléo, Synchrony, CFA Institute, PepsiCo, and Lidl.

## Education

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### Rochester Institute of Technology

BFA NEW MEDIA DESIGN — GRADUATED 2018

Deans list from 2015 to 2018, active tutor and member of the New Media Club for undergraduate New Media Design students on campus, active alumni mentor.

## Awards

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### The Webby Awards 2020 — Locus Clinician

BEST VISUAL DESIGN (FUNCTION)

### #1 Free App on the App Store — Fox Weather

TOP FREE 2021

### Adobe Design Achievement Award — FLUX

SEMIFINALIST

## Skills

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User experience design  
Visual design  
Motion design  
Accessibility  
Iconography  
Rapid prototyping  
Wireframing  
UX research/usability testing  
3D  
Web

## Tools

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Figma  
Sketch  
After Effects  
Experience Design (XD)  
Photoshop  
Illustrator  
Principle  
Cinema 4D  
HTML/CSS

## Hobbies

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Storm chasing  
Voice acting  
Indie music (KGLW!!)  
Weightlifting  
World domination

## Connect

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**DER** ✦  
**KAISER**

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