Joe Minkiewicz (min-`kev-itch)

Product Discovery, Iteration, Prototyping, and Design Technology

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EXPERIENCE

Senior Prototyper, *WeWork* NYC (remote) *Jul–Nov 2019*
- Joined product discovery for new hospitality features for the internal Community Manager admin portal. This included structured brainstorms with stakeholders, data analysis, and concept sketching.
- Designed lo-fi mockups based off of the discovery work.
- Organized and ran remote and in-person user interviews and then synthesized and reported the findings to the team.

Lead Design Technologist, *Prolific Interactive* Brooklyn, NY (remote) *Jan–Jun 2019*
- Transitioned to a remote individual contributor role as Design Technologist.
- Prototyped a "one click" SaaS product that would give small e-commerce sites a customizable white-label native iOS app based off of their existing website. It was never completed due to Prolific being acquired by WeWork.

Director of Product Development, *Prolific Interactive* Brooklyn, NY *2012 – 2018*
- Joined when there were only 12 employees then helped build and evangelize the product culture as it grew to almost 100 employees over three offices and became a mobile-focused product agency.
- Involved in dozens of mobile and web product launches over the years variously as Lead Product Manager, Lead Front End Engineer, Designer, and UX Researcher – sometimes multiple at once. Brands included: SoulCycle, WeWork, StubHub, Build.com, Scotts, Jet, David's Bridal, Alex and Ani, and Amex OPEN Forum.
- Launched two of the first iOS AR features for the Build.com and StubHub apps immediately upon availability of iOS 11 acting as a split Product Manager / Design Technologist.
- Conducted Product Discovery and Customer Experience prototyping for WeWork Now. Transitioned to Lead Front-end Engineer to build and launch the 1.0 web app using React.js (prior to Prolific being acquired).
- Advocated for and oversaw a useful and actionable culture of Retrospectives throughout the product teams.
- Consulted regularly on iterating the best practices for collaboration between Product, Design, Engineering, Strategy, and Business Development teams.

UX Engingeer, *Wireless Generation (Amplify Education)* Brooklyn, NY *2009 – 2012*
- Built functional prototypes in HTML/Javascript for usability testing during company's transition from Palm Pilot-specific software to universal web apps for iOS and Android devices.
- Collaborated with the engineers in order to make the prototype code reusable for production whenever possible.
- Built and maintained multiple "visiontypes" of potential future technology that were used as presentations to gain interest and funding for the company's custom tablet hardware and integrated Next Generation Curriculum software.
- Participated in usability research and field observation of the software used in real classrooms.

Freelance Web Developer, *Beard, Beard & Beard, LLC* Brooklyn, NY *2009 – 2012*
- Designed and built custom responsive websites for a handful of small clients as a one-person company.

Flash Developer & Web Designer, *Scholastic, Inc* NYC *2006 – 2009*
- Designed, built, and maintained Flash games and front-end web content for the Scholastic Kid's website.

Animation Prep Artist, *Cartoon Pizza* NYC *2004 – 2005*
- Organized Flash files for the animators while working on season one of Pinky Dinky Doo.

EDUCATION

BFA Communications Design: Illustration, *Pratt Institute* Brooklyn, NY *1999-2003*

PERSONAL

Student, *Dalvero Academy* Brooklyn, NY *2003 – present*
- Attend periodic extracurricular life drawing and illustration classes with my teachers from Pratt.
- Exhibited in the group show "Journey of Trasnformation" at Mystic Seaport, CT in 2016. http://dalveromystic.com

Member & Webmaster, *Gotham City Beard Alliance* NYC *2010 – 2015*
- Competed in multiple beard competitions in the Northeast.
- Designed and built custom informational websites for multiple NYC Beard & Moustache Competitions.

SKILLS & TECHNIQUES

- Product discovery and iteration
- Prototyping (lo/mid/hi-fidelity)
- Agile methods (standups, planners, retrospectives, etc)
- Product Management
- Project management
- Design systems
- Atomic design
- UI design
- Design sprints
- Diverge/converge brainstorms
- User research
- Continuous integration

TECHNOLOGIES

- HTML & CSS
- Javascript
- OOP (in general)
- React.js
- Redux
- Styled Components
- Node.js
- Express.js
- GraphQL
- Docker
- Bash/Zsh
- iOS/Swift
- Git

TOOLS

- Sketch
- Photoshop
- Adobe Suite
- Xcode
- Textmate
- CLI
- Invision
- Zeplin
- Pivotal Tracker
- Jira
- Teamgantt
- OS X
- Heroku
- Github/Bitbucket
- Slack

References available upon request