

# Joy DeHaven

UX Designer / Illustrator / Brand Developer

joydehaven.com  
joydehaven@gmail.com  
863.325.5520



## WORK EXPERIENCE

### Tinsley Creative

Senior Designer / UX Designer / Illustrator / Brand Developer (remote)

Jan 2017 - Apr 2022

- Conceptualized and designed social media campaigns for clients that contributed to the growth of their followings from 0 to 6k, 3k to 22k, and 25k to 45k in 4 years.
- Designed mobile-friendly email marketing campaigns (600+ emails) across various platforms, increasing CTR and decreasing opt-outs.
- Collaborated with web development team to create prototypes and digital assets.
- Created multiple award-winning print and digital advertising campaigns.

### Intense Ink

Graphic Designer / Marketer / Vinyl & Production Specialist

May 2016 - Jan 2017

- Spearheaded the creation, expansion, and training of the production/installation department.
- Designed, printed, and installed large format vinyl on a wide range of substrates, including vehicles.

### Tel-Test / NASS

CAD Designer / Laser Engraver / Electronics Assembler

Feb 2015 - May 2016

- Designed intricate CAD files and engraved them on panels to be installed in railroad instrument houses.
- Soldered and surface-mounted electronic components onto circuit boards used for railroad safety and signaling.

### Indian Motorcycle of Ocala / RideNow Powersports

Sales Associate

Feb 2014 - Mar 2015

- Built and maintained strong rapport with prospective clients through all channels of communication.
- Was top-performing salesperson in September 2014.

## INTERNSHIPS

### StockAlarm.io

UX Design Intern Feb 2022 - Apr 2022

- Created wireframes, designed prototypes, and conducted usability tests for a new feature.
- Created components and graphics for the internal design system.

### The City of Gainesville, Regional Transit System

Graphic Design Intern Mar 2016 - May 2016

### University of Florida, Housing and Residency Education

Graphic Design Intern Mar 2016 - May 2016

## PROFICIENT IN

Adobe Creative Suite, Figma, Sketch, Invision, Miro, Procreate, Click Up, Function Fox, BeePro, Email Marketing & Automation Platforms, Beaver Builder, Google Analytics

## HARD SKILLS

User Research, Sketching, Data Visualization, Graphic Design, Interaction Design, Conversation Design, Information Architecture, Wireframing, Rapid Prototyping, Illustration, Usability Testing

## SOFT SKILLS

Highly-Adaptable, Receptive, Optimistic, Honest, Curious, Effective Communicator, Empathetic, Creative Thinker, Resilient, Problem Solver

## EDUCATION

### Springboard

UX Design Certification

Jun 2021 - Apr 2022

350+ Hour, Mentor-Led

UX Design Intensive

### Santa Fe College

A.S. Graphic Design

Aug 2013 - Apr 2016

Secretary, Graphic Design

Student Association

### U.S. Air Force

Basic Training

Jun 2010 - Aug 2010

Global War on Terrorism

Service Medal