


Aloha

My name is **Joe** and I'm an experienced **Designer**.
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Kihei, Hawaii 




WORK & EDUCATION

 **Freelancer**
2009 - present
Provide all forms of design services including web, print, UI, UX as well as front end coding

- Designed and coded 20+ websites for startups, apps and small businesses



 **Instructor**
Madison Media Institute, Sep 2013 - Jun 2015

- Created the curriculum for a 6 credit course on digital marketing, SEO, & analytics
- Blended in classroom and online learning
- Incorporated real life clients into the class



 **Master of Arts in Education**
Edgewood College, Jan 2011 - May 2012
Emphasis on Adult Learning and Online Education

 **Associates**
Milwaukee Area Technical College, Jan 2009 - May 2010
Visual Communications

 **Sales & Management**
Account Executive, Enterprise Rent-A-Car, Apr 2006 - Jan 2008
Sales Consultant, Bergstrom Automotive, Mar 2005 - Mar 2006
Assistant Manager, Menards, Oct 2002 - Mar 2005

 **Kumu (teacher)**
Purple Mai'a Foundation, Aug 2018 - present
Working to transform Hawaii's young thinkers into makers! We are able to do this by teaching coding, design and critical thinking.


- Create curriculum for building video games
- Teach after school programs to introduce students to programming



 **Owner**
Impact Maui, Apr 2017 - present
Responsible for client acquisition, customer service, design, front end coding & fun


- 80% of clients are ongoing - clients for life
- Crafted 4 brands from scratch



 **UI Designer**
Great Lakes Higher Education, Jan 2013 - Jul 2015
Designed websites and internal applications

- Created an internal application framework that decreased front end development time
- Helped design and code software for phone reps that decreased their on boarding time by 80%
- Redesigned and coded the front end of the borrowers' website which decreased support calls and inquiries



 **Webmaster**
Edgewood College, Oct 2010 - Jan 2013
Responsible for updating, operating, and designing the websites for Edgewood College

- Redesigned and coded marketing website for the college that increased applications by 10%
- Created savings by working with departments (instead of outsourcing) to create web content that was branded and consistent



 **Instructor**
Berlitz Japan, Jan 2008 - Jun 2008

- Coached students through negotiations, business meetings, and general traveling situations in English speaking nations
- Taught classes up to 10 students

 **Bachelor of Science**
University of Wisconsin La Crosse, Sep 2000 - May 2004
Marketing

Software Compatibility



Frameworks



Languages



Other Skills

Brand Identity, Illustration, Team Building, Logo Creation, T-shirt design, Photography

Attributes

Triathlete and lover of the outdoors
Connoisseur of old school arcade games
Lover of learning

Cool Features

Respectful | Perfectionist | Helpful | Punctual