

JOEL CARUSO

Enterprise solutions through UXD / HCI / Research / Vision / Strategy / Analytics / Visual Design / Product / Sales / Marketing

QLIK NYC

19
mo Incubated UX field practice, outlined the process and positioned consulting offerings through strategic sales and marketing materials. Designed, presented, enabled, and sold UX approach and concepts to design and sales teams as well as customers. Consulted on projects for clients including Aflac, AT&T, Citi, Healthfirst, NY Life. Contributed to strategic thinking around program development and management across service lines. Concepted SAS accelerators to open new and strengthen existing service supply-demand channels.

CARUSO & CO. DESIGN STUDIO LLC

54 Concepted UX for web applications from requirement gathering, ideation, wireframing, prototyping, through deployment iteratively. Designed visual identity and created consistent brand experiences across media channels. Developed responsive presentation-layer code for consumer apps following best performance practices. Proposed and implemented revisions comparing analytic data alongside campaign goals at each stage over time. Consulted with investors, partners, and contractors to manage scope and schedules effectively.

ARNOLD BOSTON

35 Designed engaging UX leveraging innovative animation and web development techniques. Concepted design, prepared IA wireframes, and developed UI prototypes leveraging new technologies to create interactive brand experiences as part of integrated ad campaigns for clients including Activision, Amtrak, Bahamas, Carnival, Fidelity, McDonald's, Ocean Spray, Progressive, Talbots, Timberland, Tropicana, Truth, Royal Caribbean, Vonage.

THE KESSLER GROUP BOSTON

16 Designed strategic interactive and print materials for financial campaigns, focusing on client concerns and project goals. Contributed to best practice standards and developed applications to improve team workflow process.

FISH & RICHARDSON BOSTON

35 Directed art and designed websites, interactive, advertising, and marketing materials. Revised corporate identity, prepared digital & print style guides, provided strategic design and technical consultation. Led projects from targeted research and concepting through execution and evaluation for a variety of marketing campaigns, while gathering ad placement specifications, managing schedules, and managing vendor relationships.

GRECO ETHRIDGE GROUP BOSTON

14 Involved in all stages from concept through design, development, analytics to create websites, interactive ads, iconography, identity design for various B2B clients.

SKIDMORE COLLEGE SARATOGA SPRINGS, NY
2000 / BA, Psychology & Communication Design



JCARUSO.COM
305.523.9291
JC@JCARUSO.COM