



# Joe Neiderhauser

UX/UI Designer



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## EXPERIENCE

### UX/UI Designer

*Freelance*

July 2022 - Present

Redesigned a responsive website for a script consulting business in Hollywood to establish better trust with prospective clients through user research and visual design.

Implemented a new feature for a video streaming platform to improve user experience during the decision-making process with explorative questions to generate a curated content of titles based on their current preferences.\*

Created a mobile app for board game enthusiasts to manage their digital collections and exchange games with other users\*

Conducts heuristic evaluations for small business websites to improve overall usability.

\*personal projects

### Post Project Manager

*Hurwitz Creative*

July 2021 - Dec 2021

Oversaw, scheduled, and drove all post-production projects through the editorial workflow for behind-the-scenes featurettes and promotional videos for clients like Netflix, Amazon Prime, Disney+, Marvel, and Lionsgate.

### Marketing Production Coordinator

*ViacomCBS*

Aug 2018 - Jan 2021

Managed production workflow for marketing creative across social platforms, from launching brainstorming sessions to scheduling final deliverables, providing ongoing support to a 10-person marketing team. Produced trailers, graphics, and social assets for 35 marketing campaigns for film & streaming titles to drive traffic & engagement with 1M+ average views on trailers.

### Administrative Assistant, Brand & Creative Marketing

*ViacomCBS*

Oct 2017 - July 2018

Assisted in planning 15+ series premieres & special events for up to 300 guests with budgets ranging from \$20K to \$100K, including featured VidCon activations.

Conducted department invoicing, administration, and scheduling.

## EDUCATION

### Designlab UX Academy

*Certificate, 500+ hour online bootcamp*

May 2022 - Oct 2022

### University of Wisconsin - Madison

*B.A. Communication Arts: TV & Film*

*GPA 3.79/4.00*

Dec 2013 - May 2015

## QUALIFICATIONS

### Tool Proficiencies

Figma, Adobe Creative Suite, Marvel, Miro, Trello,

Optimal Workshop, Google Suite, Microsoft Office

### Design Skills

UX Strategy, Research Methodologies, Design Thinking,

User Personas, Ideation, Information Architecture,

Sketching, Wireframing, Interaction Design,

UI Design Principles, Prototyping, Accessibility,

Usability Testing, Visual Design, Basic HTML/CSS

### Key Strengths

Initiating plans with people

Communicating ideas in presentations

Teaching people in a patient & engaging manner

Generating excitement in others

Analyzing patterns in qualitative research data

Learning new systems

Helping people genuinely connect with others

Researching topics independently