

JOSEPH EKLOFF

520.869.2369

jseklo@gmail.com

ekloff.com

I AM EXPERIENCED

Lead Designer, Joggle Research, Seattle, WA, 2011 – Present

Created Joggle, a mobile and tablet brain-training app that has charted #4 downloaded app in the UK, and has been ranked Top 10 Education app in eight countries

Defined cross-channel user experience of a platform for cognitive measurement and improvement, including iOS and Windows applications connected to a data service for high-profile clients such as NASA and major research universities

Designed Joggle product website, which won Bootstrap site of the day, and directed the development of a web administration user interface

Drove creation of tracking metrics to analyze user behavior, market traction, retention and engagement using 3rd-party analytics tools and in-house data.

Responsible for strategic direction of product features, brand content, and user acquisition campaign that achieved 200,000 users over 6 months at extremely low cost.

Creative, Simpleview, Tucson, AZ, 2010

Collaborated with a design team within an agency responsible for tourism marketing for over a hundred cities worldwide

Created captivating web interfaces and promotional materials that improved engagement for travel destinations and brands

Graphic Designer, University of Arizona, Tucson, AZ, 2008 – 2011

Created endowment brochures and campaign communications that helped generate all-time high revenues for the College of Architecture

Designed invitations and large-scale environmental graphics to raise funds for events such as the US Department of Energy Solar Decathlon

I AM EDUCATED

Stanford University, Coursera, Online, 2013

Certificate in Human-Computer Interaction

University of Arizona, Tucson, AZ, 2011

BFA: Visual Communications & Design, Summa Cum Laude
Eller College of Management: Marketing Minor

I AM NOT AVERAGE

I am not your average joe. I'm on a never-ending expedition to learn, to chart novel territories, to pin down problems that matter, to be authentic, and make a memorable dent in a complex world.

I AM INVOLVED

AIGA member, 2009 – Present

Vera Project volunteer, 2014

Hive Conference assistant, 2014

Letterpress Collective, UA Club, 2009 – 2011

I AM COMPETENT

Skills: user experience, creative direction, branding, illustration, marketing, typography, usability, graphic design

Software: Adobe Creative Suite (Illustrator, Photoshop, Edge Animate, InDesign), Visual Studio, Balsamiq, Microsoft Office

Platforms: Mac OS X, Windows, Web, Mobile (iOS and Android)

Development: HTML, CSS, LESS, SASS, WordPress, responsive design, version control

I AM REPUTABLE

References upon request