

JOY POWERS

Senior Product Designer | Creative Director

EXPERIENCE

Senior Product Designer | 07/2022 – Present

UX Designer | 01/2020 – 07/2022

Oracle

- Completely redesigned Opower's flagship product, the Home Energy Report, leading to a 12% increase in likability and a 27% increase in comprehension. The report is sent to over 17 million households annually, generating approximately \$100 million in recurring revenue.
- Led the design of Business Customer Engagement's web solution. The product was initially launched at 10 utility operating companies, capturing market share from our main competitor. The launch included the design and development of six new web widgets and the adaptation of five existing ones. Within two years of the project's start, we were at ~\$4.1 million in ARR, with two dozen utilities under contract.
- Conducted research and led the design of a prototype for a first-to-market enterprise product within the Construction and Engineering Global Industry Unit. This vision project secured over \$1 million in near-term funding, resulting in the creation of six new roles and several internal transfers.
- Oversee designers and collaborate with product management, research, engineering, energy efficiency, analytics, service delivery management, and data science teams.
- 1st place winner of Shipt Day in 2020, and recipient of the Mission Impossible Award in 2022.

Creative Director

Spark Media Solutions | 06/2011 – 12/2019

- Created six new products, which typically increased revenue per contract by 30-38%.
- Strategized, designed, and built numerous websites including sparkmediasolutions.com.
- Responsibilities: Project management, graphic design, animation and motion design, website building, research, branding, video production, hiring and supervising contractors.
- Developed and executed multi-platform B2B content marketing campaigns for tech and legal clients.
- Researched, designed, and published two books focused on video marketing and trade show engagement.
- Worked with clients such as IBM, eBay, HP, Dice, and Lions Clubs International.
- Awards:
 - 12 Books that Belong in Every Sophisticated Marketer's Library
 - LinkedIn Marketing Solutions | 2016
 - Best in Show (First Place - Advertising) – Your Honor Awards
 - Legal Marketing Association | 2015

User Experience Designer

CISO/Security Vendor Relationship | 07/2019 (Contract)

- Experimented with website modifications to increase audience participation.
- Conducted heuristic evaluations of existing site and addressed high-priority issues.

User Experience Researcher & Designer

Datasaur | 05/2019 (Contract)

- Designed a SaaS interface for data annotators to create audio labels for artificial intelligence purposes.
- Researched current workflow of audio annotators to understand processes, pain points, and tools.
- Wireframed, tested, and iterated a new audio dashboard. Delivered high-fidelity annotated mockups.

Online Marketing and Social Media Manager

Jewish Community Federation | 12/2007 - 06/2011

- Led the relaunch of the main website and social media presence.
- Oversaw implementation of two content management systems and a customer relationship management tool.
- Trained and supervised a small team.

Designer and Photographer

Joyride Design | 06/1999 - 06/2011

- Created, maintained, and promoted websites.
- Designed branding packages, graphic illustrations, and print collateral for clients.

Director of Communications

Consulate General of Israel to the Pacific Northwest | 01/2003 - 12/2007

- Initiated an overhaul of the consular department's online presence to make it accessible in multiple languages. Doubled the available web forms, saving the staff countless customer service man-hours.
- Responsible for all publications, including the writing and designing of electronic and print newsletters, websites, advertisements, promotional collateral, press releases, presentations, and policy papers.
- Lectured publicly on history, politics, and technology, and co-organized cultural events outside groups.
- Trained and mentored public affairs officers.

Co-Lecturer - Photography and Adobe Illustrator

University of California, Davis | 06/2002 - 9/2002

DESIGN EDUCATION

Bachelor of Science in Design (Visual Communication & Presentation)

University of California, Davis

User Experience Design Immersive

General Assembly

Certified Practitioner of Human-Centered Design

LUMA Institute

Product Psychology Certification

Growth.Design

SKILLS / TOOLS

User Experience Design Skills

Strategy, Planning, User Research, Wireframing & Prototyping, Usability Testing, Front-End Web Development

Marketing and Graphic Design Skills

Art Direction, Content Marketing, Photography, Animated Graphics, Illustration, Editing, Public Speaking

Tools

Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), WordPress, HTML/CSS, Pen & Paper