

Josh Weisberg

Chicago, IL

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Portfolio: <https://uxfol.io/15bae831>

I'm hardworking and passionate about creating usable digital products that prioritize a seamless UX. I have worked on several projects across web, and mobile UI. I actively apply consumer psychology and user behavior to improve interactions and experiences.

Work Experience

UI/UX Digital Product Owner

Ortho Molecular Products

10/2022 - Present

Barrington, IL

- Act as liaison between marketing, business stakeholders and IT development teams
- Define web features and writes user stories with IT and key stakeholders
- Use heat maps and session recordings from HotJar, Microsoft Clarity and Google Analytics to monitor website performance and make suggestions that improved CTR by 23% Create wireframes and prototypes to map out features and navigation
- Conduct user research through A/B tests, five-second tests, first click tests, card sorting tests, questionnaires and surveys that resulted in a 56% reduction in dead clicks.

Business Development Intern

Course Hero

08/2021 - 10/2021

Iowa City, IA

- Planned and executed marketing campaigns to raise brand awareness to our target audience of students
- Successfully onboarded 63 new users with a user retention rate of 78% after the first month Recommended ways to improve our digital marketing strategies based on feedback received from questionnaires
- Participated in daily and weekly agile team meetings to support our business goals, tactical plan and marketing objectives

IT Business Analyst

Umojo

05/2021 - 08/2021

Chicago, IL

- Participated in daily and weekly Agile team meetings to go over the implementation of our business objectives
- Collaborated with the technicians to ensure requirements are implemented correctly and help troubleshoot issues
- Developed and maintained relationships with external vendors and suppliers

Web Developer

Flavor Frenzy

05/2020 - 09/2020

Addison, IL

- Responsible for development and maintenance of company website using UX/UI principles and HTML/CSS
- Worked with stakeholders to create wireframes and define requirements

Sales and Marketing Representative

Frat Favors

11/2019 - 01/2020

Vernon Hills, IL

- Managed and operated the companies social media accounts and website
- Increased Instagram followers by 245% and engagement by 102%
- Increased Twitter followers by 74% and engagement by 79%

Skills

WordPress, Azure DevOps, HTML and CSS, Adobe XD, Figma, Google Analytics, Microsoft Clarity, HotJar, HubSpot, UI/UX

Education

University of Iowa

Bachelor's degree in Human

Computer Interaction

Iowa City, IA

08/2018 - 05/2022