
**JOSHUA “FRANCIS”
VANDER KLIPP**

UX Designer

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GUIDING PRINCIPLE

Empathy is everything.

EXPERIENCE

UX Consultant

OST/Vervint

11.21–02.24 • Grand Rapids MI

By using Human Centered Design as a framework, I was able to build highly tailored and intuitive digital products and experiences. My work ranged from early discovery and generative research, though rigorous UX design frameworks, to extension into the market and post-launch evaluation. I collaborated with clients, designers, researchers, users, and developers to deliver smart and engaging solutions.

UX Designer

DVS, Inc.

09.17–11.21 • Grand Rapids MI

I created digital experiences and interfaces for everything from websites to mobile applications with complex interactions and user paths. This was created from the ground up, working with clients of all sizes and in collaboration with creative, content, and development team members.

Art Director

Fusionary Media

12.16–04.17 • Grand Rapids MI

I was responsible for website design and layout for Meijer product pages, digital ad banners and in-store POP displays. I also delivered branding and identity direction.

Associate Graphic Designer

Chaco Footwear

11.14–08.16 • Grand Rapids MI

I produced for the Chaco Marketing department sales documents, social media assets, photography, videos, in-store displays, and signage. I also created, populated, structured, and maintained a digital asset management system serving over 400 retailers, sales personnel, agencies, and employees.

EDUCATION

**Bachelor of Science:
Graphic Design**

Ferris State University College of Business

2010–2014 • Big Rapids MI

PROFICIENT SKILLS

UX & UI Design
Product & Web Design
IA & Site Mapping
Wireframing
User Research
Usability Testing
Persona Development
Benchmarking
Identity & Brand Development
Print Production
Commercial Photography
Marketing & SEO Strategy
Figma
Miro
Adobe Creative Suite:
Adobe XD, Photoshop, InDesign,
Illustrator, Premiere Pro, Bridge

SKILLS IN DEVELOPMENT

Animation
Front-End Development
Disc Golf
Running
Cooking

