



JOSHUA WORLEY

Digital Designer (web, app, product, UX, UI), Frontend Developer, and Digital Producer with 6 years of professional experience in the United States and APAC.

For examples of my work please see my public portfolio: <https://joshuaworley.com/>

EXPERIENCE

WORLEY DIGITAL

Freelance business offering digital marketing and creative services/consulting.

Global

UX/UI/PRODUCT DESIGNER, FRONTEND DEVELOPER, DIGITAL PRODUCER

March 2020 - Present

Client: Namonai <https://namonai.jp>

Projects: Brand Design, Website Design and Coding, Portfolio Builder App Design & Coding (August - Present)

- Design the startup's brand to support the company's mission: "To support aspiring artists in Japan by offering an innovative platform where they can market and sell their art".
- Design and code the Namonai website and portfolio builder tool
 - Case Study: <https://joshuaworley.com/projects/namonai>

Client: Telcoin <https://telco.in>

Projects: Website Updates, v3 Cryptocurrency Wallet and Remittance App Design (October 2020 - Present)

- Design and code all requested updates on the Telcoin website for marketing purposes.
- Work with a team of international developers and businesspeople in Japan, USA, and France to design UI and UX for the Telcoin's v3 Cryptocurrency Wallet and Remittance App.

Client: SnapHabit

Projects: Brand Redesign, UX Improvements, UI Redesign

- Designed the startup's brand, as well as UX and UI improvements in the app
 - Case Study: <https://joshuaworley.com/projects/snaphabit>

Client: A Lighthouse Called Kanata (previously Yufuku Gallery) <https://lighthouse-kanata.com/>

Project: Online rebranding, website (JavaScript webapp) expansion, migration (May 2020 - July 2020)

- Managed the gallery's online rebranding efforts, domain changes, and redirects.
- Migrate existing website (a 10-year-old unkept JavaScript Web App frontend, and WordPress API backend, and a AWS assets CDN) to a new hosting service. Add SSL and CDN.
- Expanded the webapp frontend and backend to include optional videos (editable in WordPress backend) on every page and create a new News section.
- Communicated in Japanese by phone and email with the old website managing company to ensure a perfect transition.
- Set up Google Analytics, Campaigns, and optimized SEO to offer future recommendations on content and digital marketing tactics.

Client: Sedona <https://sedo.na>

Project: Website Creation (April 2020)

- Worked with CEO to design UI (Sketch) and coded (React.js) website for the company's rebranding
 - Case Study: <https://joshuaworley.com/projects/sedona>

PTMIND, INC.

Tokyo/Beijing based tech startup that creates B2B data analytics software.

Shibuya, Tokyo**GROWTH MANAGER, UXUI DESIGNER, FRONTEND DEVELOPER****April 2019 – April 2020**

Marketing Growth Management – Ptengine (B2B Analytics Software)

- Led a cross-functional cross-national team of 5 in Japanese for multiple retention-focused projects, including content marketing, email marketing, social media marketing, Facebook retargeting, and online seminars to grow retention for paid subscribers 2% by the end of the quarter.
- Created content strategy focused on value-driven methodologies directly tied to the product's value. Measured and reiterated over content creation based on user behavior data.
- Started weekly newsletter campaign delivering contents to 20,000+ (opened) showing product tips & tricks, content articles, upcoming webinars, and company news to boost brand and nurture retention.

Visual/UX Design – company and product

- Created all design and marketing materials for the Japanese office, including illustrations, wireframes, user flows, personas, blog images, flyers, web components, web portals, splash pages, digital invitations, and business cards.
- Create a branded design assets library for the company and product brands.
- Record and produce video case studies for multiple success stories with clients (Rizap, DMM.com, GROOVE X).

Frontend Development – www.ptengine.jp & branded emails

- Project: Ptengine.jp Renewal
 - Coded 100% of the Ptengine (flagship product) web app in Vue.js (Nuxt.js) using a custom WordPress RestAPI via Headless CMS.
 - Website renewal removed the need for developer assistance in updating the website, reducing time for page updates and blog articles from hours to minutes.
- Designed and created branded HTML email templates to unify the user experience in email marketing. HTML templates coded in MJML and implemented in Intercom.

WILLIAMS LEA TAG

Global Business Process Outsourcing (BPO) and Design Agency.

Otemachi & Shinagawa, Tokyo**SENIOR WEB DESIGNER, DIGITAL PRODUCER****January 2018 – April 2019**

At Headquarters 2018 December – 2019 April

- Project: **CUNARD** Japanese Website Renewal (www.cunard.jp)
 - Designed <https://cunard.jp>, Cunard's website renewal in Sketch.
 - Developed and managed relationships with Cunard Japan's CEO and cross-functional stakeholders to deliver UI UX recommendations.
 - Managed outsourcing development of the website based on final design specifications.
 - Created luxury cruise experience videos in Premiere Pro for site and marketing efforts.

MORGAN STANLEY full-time onsite 2018 January – 2018 December

- Worked as the digital web designer for Morgan Stanley's eight-person in-house Design Asia Studio:
 - Designing internal/external websites, web portals, email invitations, splash pages
 - Coding HTML, CSS, and JavaScript
 - Project managing all digital design projects for APAC.
- Co-designed, created, and managed request updates for Morgan Stanley's Australian Chinese websites.
 - <https://morganstanley.com.au>
 - <https://morganstanleychina.com>
- Proposed and created the studio's Sketch Design Assets library, then coded all assets as building blocks in HTML/CSS, decreasing time spent on HTML email creation 75% on average.
- Fulfilled up to 7 design project requests per day from all Morgan Stanley APAC offices.

RAKUTEN INC.

Japanese e-commerce, online retailing, fintech, and digital content company.

Futakotamagawa, Tokyo

FRONTEND ENGINEER, UI DESIGNER – Marketing Dept.

April 2016 – January 2018

- Experienced 3-month long Japanese corporate new-graduate sales training and 2-month long web design training.
- Collaborated with the UX/UI Design teams to code version 1 of ReX, Rakuten's group-wide CSS framework and JavaScript component library. This is similar to Google Material Design specifications and JavaScript component implementations.
- Designed and coded Rakuchat (an internal secure messaging application for Rakuten Financial Services) using the ReX specifications.
- Coded HTML, CSS, and JavaScript for multiple businesses. Projects such as:
 - Form submission validations
 - Splash pages
 - Responsive redesigns

EDUCATION

CARLSON SCHOOL OF MANAGEMENT, UNIVERSITY OF MINNESOTA

Minneapolis, Minnesota. USA

BS Marketing, East Asian Studies Minor

2010 August – 2015 May

SOPHIA UNIVERSITY 上智大学

Yotsuya, Tokyo. Japan

1-year bi-lateral exchange program

2014 September – 2015 August

AWARDS

WILLIAMS LEA TAG

Shinagawa, Tokyo

Exceptional Operational Excellence

Second half of the year 2018

RAKUTEN

Futakotamagawa, Tokyo

Passionately Professional Runner Up

October 2017

BUSINESS ASSOCIATION OF MULTICULTURAL STUDENTS (BAM)

University of Minnesota

Member of the Year

2014

VOLUNTEER TAX ASSISTANCE PROGRAM (VTAP)

University of Minnesota

Member of the Year

2014

SKILLS

LANGUAGE

- Native English
- Business Japanese Competency
 - JLPT N2 Passed December 2017 (current skill equivalent to N1)

PROFESSIONAL DESIGN EXPERIENCE

- Adobe: Photoshop, Illustrator, InDesign, Premiere, XD, Lightroom
- Sketch
- Figma
- InVision

PROFESSIONAL DEVELOPMENT EXPERIENCE

- HTML 5, Jade (Pug)
- CSS: CSS3, Sass, Less, JSS, Bootstrap
- JavaScript: React.js (Next.js, Material UI, Gatsby), Vue.js (Nuxt, Vuetify, Vuex), CoffeeScript, Meteor
- PHP: WordPress templating and customization
- Automation Tools: Webpack, Gulp, Grunt
- Collaboration and Versioning: Git, Gitflow, GitHub, BitBucket, Gitlab
- Firebase

DIGITAL MARKETING AND PROJECT MANAGEMENT

- Google Analytics
- Google Search Console
- Google AdWords
- Google Forms
- Facebook Marketing
- Wordpress
- Hootsuite
- MailChimp
- Siteground
- Intercom
- Ptengine
- Trello
- Asana
- Slack