

Digital Designer, Frontend Developer, and Digital Producer with 6 years of professional experience in the US and APAC. For examples of my work please see my public portfolio: <https://joshworley.io>

## EXPERIENCE

**Telcoin** – Blockchain company focusing on international remittances Los Angeles, California  
HEAD OF DESIGN Apr 2021 – Present

- Oversee and direct all digital design offerings and decisions including web, app, brand, UX, UI, marketing, and business development aid. All designs based on first principles and aimed at the ultimate international user experience.

**joshworley.io** – Freelance Business Offering Frontend Development, Digital Design, and Digital Marketing Services Global  
DIGITAL DESIGNER, FRONTEND DEVELOPER, DIGITAL PRODUCER, CONSULTANT Apr 2020 – March 2021

- Client: Namonai (August 2020 – Present) <https://namonai.jp>
  - Brand, Website, App Design, Frontend Development (JavaScript, nanohtml)
  - Case Study: <https://joshworley.io/projects/namonai>
- Client: Celebideo (Dec 2020 – January 2021) Cameo-like Startup in Japan
  - App & Prototype Design (Figma), Frontend Development (React Native)
  - Case Study: <https://joshworley.io/projects/celebideo>
- Client: Mila Clarity (Nov 2020 – Dec 2020) <https://milaclarity.com/>
  - Shopify updates (Liquid, JavaScript), Web Design (Figma)
- Client: A Lighthouse Called Kanata (May 2020 – July 2020) <https://lighthouse-kanata.com>
  - Rebranding, Site Migration, Webapp Expansion (CoffeeScript, Jade), SEO
- Client: Sedona (April 2020) <https://sedo.na>
  - Website Design (Sketch) Frontend Coding (React.js)

**Ptmind, Inc.** – Tokyo/Beijing-based B2B Data Analytics Software Startup Shibuya, Tokyo  
FRONTEND DEVELOPER, UXUI DESIGNER, GROWTH MANAGER Apr 2019 – Apr 2020

- Project: Designed and developed the Ptengine flagship product's SPA webapp renewal (Vue.js, Nuxt.js, Wordpress CMS) <https://ptengine.jp>
- Created all design and marketing materials for the Japanese office, including a branded design assets library, illustrations, wireframes, user flows, personas, blog images, flyers, web components, web portals, splash pages, digital invitations, and business cards. Recorded and produced video case studies for multiple success stories with clients.
- Led a cross-functional cross-national team of 5 in Japanese for multiple retention-focused projects, including multiple marketing campaigns and online seminars to grow retention for paid subscribers 2% by the end of the quarter.

**Williams Lea Tag** – Global Business Process Outsourcing (BPO) and Design Agency Otemachi & Shinagawa, Tokyo  
SENIOR WEB DESIGNER, DIGITAL PRODUCER Jan 2018 – Apr 2019

- Project: Designed wireframes and mockups for **Cunard** Japanese Website Renewal <https://www.cunard.jp>
  - Case Study: <https://joshuaworley.com/projects/cunard>
- **Morgan Stanley** full-time onsite (Jan 2018– Dec 2018)
  - Developed, populated and managed request updates for Morgan Stanley's Australian <https://morganstanley.com.au> and Chinese <https://morganstanleychina.com> websites.
  - Worked as the digital web designer for Morgan Stanley's eight-person in-house Design Asia Studio.
    - Coded HTML, CSS, and JavaScript.
    - Designed internal/external websites, web portals, email invitations, splash pages.
    - Project managed all digital design projects for APAC.
  - 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.

**Rakuten** – Japanese e-Commerce, Online Retailing, Fintech, and Digital Content Company Futakotamagawa, Tokyo  
FRONTEND ENGINEER, UI DESIGNER – Marketing Dept Apr 2016 – Jan 2018

- Collaborated with the UXUI 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 developed Rakuchat (an internal secure messaging app) using the ReX specifications.
- Coded HTML, CSS, and JavaScript for multiple businesses (form submission validations, splash pages, responsive redesigns, etc)

## EDUCATION

### **Codecademy**

Front-End Engineer Career Path (350-hour intensive course)

Online

Aug 2020 – Jan 2021

### **Carlson School of Management, University of Minnesota**

BS Marketing, East Asian Studies Minor

Minneapolis, Minnesota

Aug 2010 – May 2015

### **Sophia University 上智大学**

1-year Bilateral Exchange Program

Yotsuya, Tokyo

Sept 2014 – Aug 2015

## AWARDS

### **Williams Lea Tag**

Exceptional Operational Excellence

Shinagawa, Tokyo

Second half of the year 2018

### **Rakuten**

Passionately Professional Runner Up

Futakotamagawa, Tokyo

October 2017

### **Business Association of Multicultural Students (BAM)**

Member of the Year

University of Minnesota

2014

## SKILLS

### **Language**

- Native English
- Business Japanese Competency JLPT N2 Passed December 2017 (waiting to take JLPT N1 Certification)

### **Professional Design Experience**

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

### **Professional Development Experience**

- HTML 5, Jade (Pug)
- CSS: CSS3, Sass, Less, JSS, Bootstrap, Foundation, Bulma
- JavaScript: React.js (Next.js, Material UI, Gatsby), Vue.js (Nuxt, Vuetify, Vuex), CoffeeScript, Redux, Typescript
- CMS: Wordpress, Contentful
- Automation Tools: Webpack, Gulp, Grunt
- Collaboration and Versioning: Git, Gitflow, GitHub, BitBucket, Gitlab

### **Digital Marketing and Project Management**

- Google: Analytics, Search Console, AdWords, Forms
- CRM: Hootsuite, MailChimp, Siteground, Intercom, Ptengine, Hotjar
- Project Management: Trello, Asana, Slack, Clickup, Notion
- Facebook Marketing