

# Joseph “Joe” Edwin Henrichs

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## Courses

Graphic Design for Visually Compelling Engagements | Designing Interactive UI for Engaging AR/VR Experiences

## Skills

User Stories | Creative Problem-Solving | Information Architecture | Visual Design | User Journeys | Design Systems

## Tools

Sketch | Illustrator | After Effects | Photoshop | C# | Javascript | HTML | Unreal | InVision

## Education

**University of Michigan | Master of Science in Information** **May 2022**

Focused in UX Research and Design | Certified in Entrepreneurship

**John Carroll University | Bachelor of Arts** **May 2016**

Majored in Communication | Focused in Integrated Marketing Communication

## Work Experience

**Tribal iii | UX/UI Designer Intern** **March 2021 – February 2022**

- Oversaw the design team, to create the eCommerce asset store for a Tribal iii game, and during the testing which brought a design sensibility, revitalized the team’s passion & drove overall performance.
- Coordinated the user research process by gathering data from potential users, which resulted in the discovery of flaws and improvements to a high-fidelity prototype.
- Presented deliverables updates at weekly meetings and the final product at the end of the project to demonstrate the team’s deliverables to generate feedback and criticism.

**Nealth | Product Designer Intern** **May 2020 – August 2020**

- Designed a Dashboard and Practice page for a mental health startup, by discovering data points, creating quality prototypes; adding to the 63% higher user retention over a 30-day period compared to comparison.
- Capitalized active listening to interview users; then empathized, gathered, analyzed, and synthesized data using an affinity diagram on Miro to develop a user personas.
- Innovated over 100 creative ideas (10x the assigned amount) to meet the primary user persona’s needs and wants.

## Projects

**MSI Mastery Course | Purple Place** **January 2022 – April 2022**

- Managed the design process in the discovery phase, via an experimental approach, a combination of an affinity and matrix diagram, to VR prototyping, from wireframing to an immersive final product, via Mozilla Hubs & Unity.
- Collaborated in a team for usability testing (via Unity & an Oculus Quest), synthesis, and data analysis to discover the potential user’s wants and needs.

**Citizen Interaction Design | Ferndale Library’s Government Game** **August 2021 – December 2021**

- Developed a educational board game, using Figma, after collaborating with the team to ideate and create prototypes of solutions that met the client’s goals, ideas, requirements, and business objectives.
- Conducted user research methods, such as user interviews online surveys, and gameplay testing, to investigate, understand, define, and empathize with the citizens’ wants and needs.

**Pervasive Interaction Design | StaySafe** **August 2021 – December 2021**

- Collaborated to design a roofie detection device, via ideation on Mural, research methods such as diary studies and empathy mapping, and data analysis on Figjam resulting in big ideas & evidence-focused design decisions.
- Engineered an IoT device with electronic breadboards & a Photon chip to test users, rapid iteration of the prototype, and presented a scenario at a conference where the team won the best pitch.