



Joe Bernstein

UI Designer
Multi-faceted UX Practitioner
Data Visualization Expert
Thought Leader

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Summary of Qualifications

With 4 years of experience consulting with major tech companies, I have used my engineering and design backgrounds to solve technically challenging problems in Cloud Infrastructure, Cybersecurity, Big Data, Machine Learning, and Visual Analytics spaces. Along the way, I have driven UI design from concept to shipped product for Azure Security features, developed a Figma component library used across multiple organizations, independently conducted user interviews to gather requirements for data visualization applications, and produced more than 100 interactive Power BI dashboards optimized to improve the data literacy experience for tech EVPs.

Employment History

UX Designer

Dec. 2019 – Present

Microsoft (via Amplify Consulting Partners, Bellevue, WA)

- Produced pixel-perfect UI screens for Azure Purview and Azure Sentinel, driving products from concept to completion and communicating the interaction scenarios to PMs and engineering teams.
- Developed a Figma component library to be used for data viz applications across multiple Azure products; documented a set of guidelines for use cases and scenarios and presented it to engineering teams.
- While assigned to two unrelated and cross-functioning teams, balanced a workload of up to 8 simultaneous projects for different PMs while communicating progress and time management compromises.

Data Visualization Consultant

Apr. 2019 – Dec. 2019

T-Mobile (via Amplify Consulting Partners, Bellevue, WA)

- Championed UI improvements for Power BI reporting while transitioning legacy data to modern formats.

Data Visualization Consultant

Apr. 2017 – Apr. 2019

Microsoft, Boeing, Pressreader (via Luxoft, Inc., Kirkland, WA)

- Independently conducted user interviews and card-sorting activities to discover stakeholder requirements for data visualization applications; delivered personalized PowerBI dashboards to meet those requirements.

Education

University of Washington

March 2017

M.S. Human Centered Design & Engineering

Rensselaer Polytechnic Institute

December 2014

B.S. Mechanical Engineering and Product Design (dual)

Skills

- UX Design: Figma, Adobe XD, InVision, Axure, Adobe CC, Paper Prototyping, Wireframing, Rapid Iteration (RITE)
- UX Research: Facilitating User Interviews and Testing, Survey Design, Persona Development
- Data Viz: PowerBI, Tableau, ETL, d3js
- Programming: HTML/CSS/Bootstrap, PowerQuery, DAX, R, Javascript, C
- Communication: Technical Writing, Frequent Contributions on [Medium](https://medium.com)