

JJ SORACCO

USER EXPERIENCE DESIGNER
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A BIT ABOUT MYSELF

I love to create experiences that surprise and delight while fulfilling both user and business needs. I look forward to working on fast moving teams, building out products and services that people genuinely love.

EXPERIENCE

May 2012 — January 2017
Electronic Arts, Inc.

User Experience Designer on Origin

- Oversaw new features and improvements on the Origin desktop application and website from conception through implementation.
- Redesigned the Origin client chat experience to address existing usability issues, added multi-person chat, and added voice chat.
- Designed the universal search feature for the desktop application and website.
- Designed the Download Manager in the Origin client.
- Integrated 3rd party payment methods like Paypal, Adyen, and Global Connect in Origin.
- Oversaw the porting of Origin to macOS and made sure that it conformed to all operating system interaction patterns.
- Took initiative to mentor a junior team member and help them improve their work by reviewing their work and guiding them through multiple iterations of a project.
- Structured and helped run usability studies for features I worked on. Reviewed results from said usability studies and proposed solutions which were then retested.
- Performed usability reviews on new games and demos prior to launch to guarantee our end users do not have any issues with acquiring and playing their game.

Feb. 2008 — Apr. 2012
Apple, Inc.

Designer on iWork and iBooks Author

- Supported senior designers with designing new features for Keynote, Pages, and Numbers in both iWork '09 and iWork on iOS.
- Implemented templates for Keynote, Pages, Numbers, and iBooks Author.
- Reviewed templates to ensure that they both looked and behaved as expected.
- Created and maintained the Getting Started documents for iWork on iPad and iPhone.

May 2006 — Apr. 2007
Apple Inc.

Design Intern on iWork and iWeb

- Supported senior designers by designing minor features and behaviors for Numbers '08 and iWeb '08.
- Implemented templates for Keynote, Pages, and Numbers in iWork '08.
- Reviewed templates to ensure that they both looked and behaved as expected.

Jan. 2007 — Aug. 2007
Google & Carnegie Mellon
University

Student on Masters in Human-Computer Interaction Keystone Project

- With a team of 4 other HCI Master Students, I researched, developed and proposed a hypothetical social event planning system that could be integrated into Gmail.

EDUCATION

Fall 2007

Masters in Human-Computer Interaction, Carnegie Mellon University

Spring 2007

BFA in Communication Design, Carnegie Mellon University

Double Major in Human-Computer Interaction, Carnegie Mellon University

Graduated with University Honors

SKILLS

Wireframing
Prototyping

User Research
Diagramming

Competitive Analysis
Contextual Inquires