

JJ SORACCO

SENIOR PRODUCT DESIGNER
jjsoracco.com
soracco@gmail.com // 724-799-4977

A BIT ABOUT MYSELF

I love to work on fast moving teams, building products and services that both surprise and delight the user while also accomplishing business objectives.

EXPERIENCE

Sam's Club

October 2018 – Present

Senior User Experience Designer on Sam's Club eCommerce

- Building an internal tool for in-store employees to fulfill our customer's web orders
- Created internal tools for supply chain management
- Helped create a design language system by defining the structure of the system and building individual components
- Managed designers working remotely in India
- Lead a project with multiple designers where we designed a tool for club managers to track their club's key performance indicators.

Electronic Arts

May 2012 – January 2017

User Experience Designer on Origin, EA's gaming platform

- 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 Origin client 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.

Apple

February 2008 – April 2012

User Experience and Production Designer on iWork and iBooks Author

- Supported senior designers with designing new features for Keynote, Pages, Numbers, iBooks Author, and iWeb across iWeb '08, iWork '08, 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 retina versions of assets for iPad and macOS versions of iWork.
- Created and maintained the Getting Started documents for iWork on iPad and iPhone.

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 & TOOLS

Wireframing
Prototyping
User Research
Competitive Analysis
Diagramming

Agile methodology
Adobe Creative Suite
Sketch
Abstract
Figma

Zeplin
Principle
InVision
HTML / CSS