

# JJ SORACCO

USER EXPERIENCE DESIGNER  
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## 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

### Target

January 2017 — January 2017

#### Lead User Experience Designer on Project Goldfish

- Due to a sudden change in priorities within Target, this project was canceled two weeks after I joined.

### Electronic Arts

May 2012 — January 2017

#### 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 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

#### 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.

### Apple

May 2006 — April 2007

#### 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.

## VOLUNTEER WORK

July 2017 — Present

I mentor junior and aspiring designers, providing feedback on portfolios and giving career advice.

## 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

HTML and CSS