

Joseph Lyman

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SUMMARY

Creative and detail-oriented UX/UI professional with a strong foundation in user-centered design, wireframing, prototyping, and visual storytelling. Skilled in tools such as Figma and Adobe Creative Suite, with practical experience gained through freelance projects. Passionate about building intuitive digital experiences and enhancing usability through research and thoughtful solutions.

EXPERIENCE

Data Analyst

Morley Companies | March 2019 - Current

- Developed and maintained SSIS integrations to automate ETL processes for multiple data sources, increasing data accuracy and operational efficiency.
- Created Excel templates with common design elements for quick prototyping and projects.
- Proposed innovative ideas and created mockups for automation and software solutions, enhancing the team's efficiency in creating and maintaining reports and documentation.

Ecommerce Developer

Plumbers Wholesale Supply | March 2024 - February 2025

- Redesigned product pages to be more in line with the brand's visual identity.
- Improved website clarity by removing distracting elements and improving visual hierarchy.

UI/UX Developer

Hermitcraft TCG Online | April 2023 - August 2023

- Designed and implemented an overhaul of the UI and UX using Figma and React.
- Enhanced mobile gameplay by transforming static UI elements into responsive components, improving accessibility and user experience across devices.

Creative Manager

Astute Advantage | March 2018 – October 2018

- Increased client website traffic through the implementation of SEO best practices.
 - Partnered with clients to design and develop websites and visual media aligned with business goals.
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SKILLS

Programming & Software: Figma, Photoshop, Illustrator, JavaScript, TypeScript, HTML, CSS, Git, SQL

UI/UX Design: Wireframes, Prototyping, User Flows, Design Systems, Responsive Design

Data Management: ETL (Extract, Transform, Load), SSMS (SQL Server Management Studio), Visual Studio

Data Visualization & Analytics: Excel (Advanced), Tableau, Power BI, Data modeling, Report automation

CERTIFICATIONS

Google Data Analytics Professional Certificate

October 2022