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EDUCATION

2002 BFA Industrial Design
University of Illinois, Urbana-Champaign

SKILLS

Workshop Facilitation
Digital Transformation
Illustrator, Photoshop, Sketch
SPSS, Systat

SPEAKING ENGAGEMENTS

2018, Carnegie Mellon University
2018, Core77 'Now What'
2018, Autodesk Accelerate
2018, UX STRAT
2018, AIGA 'Design + Diversity'
2017, University of Texas
2015, Texas Tech University
2013, Washington University, St. Louis
2012, Art Institute of Chicago
2012, DePaul University
2009, University of Illinois, Chicago
2008, Carnegie Mellon University

AWARDS

2010, Patent numbers CS35333RS, CS36642RS
2009, Embody Chair, NEOCON Silver,
2008, Motorola ROKR E8, Best of CES Award
2006, My Studio Environments, Best of NEOCON
2005, Cella Chair, NEOCON Innovation Award
2003, Mirra Chair, Best of NEOCON Award

IBM

July 2013—Present

Design Strategy Director, Hybrid Cloud

Creating a sustainable and scalable approach to Design Strategy.
Driving the development of practice, defining deliverables and roles.

Design Director, Watson Financial Services, Analytics, Watson

Led over 50 Designers across four countries. Shipped over a dozen products for Developers, Data Scientists, and Data Engineers.
Involved in Business Development and Portfolio Strategy.

Design Principal, Studio Core Team

Responsible for the craft and delivery of User Experience at scale.
Involved in the hiring and mentoring of over 300 junior and senior staff.
Facilitated Design Thinking workshops to over 1000 participants.
Contributed to IBM Design Language and drove Animation Guidelines.

Freelance

March 2013—June 2013

Consultant

Advised clients on Mobile UX, Design Thinking, and Digital Strategy.

SapientNitro

September 2012-February 2013

Associate Experience Director

Directed mobile web redesign for an international automotive brand.
Supervised discovery, shopping, and learning tool redesigns that drove higher conversion rates. Led Mobile First design strategy.

Razorfish

August 2011—August 2012

Associate Experience Director

Led multi-disciplinary teams using Responsive Design principles to deliver experiences. Managed a diverse blend of products for a Fortune 100 client. Mentored junior staff.

Acquity Group

April 2010—July 2011

Sr. User Experience Specialist

Designed experiences for B2C and B2B clients. Deliverables included: Ethnography, Personas, Heuristic Evaluation, Task Analysis, Wireframes, and Technical Documentation. Involved in Business Development.

Motorola

June 2006—March 2010

Sr. Human Factors Designer, Government and Public Safety

Designed touch screen Public Safety and First Responder Interfaces.
Focused on Geo Location and In-Vehicle video capture and editing.

Sr. Human Factors Researcher, Mobile Devices

Maintained usability and comfort across Accessories. Refined List Navigation and Voice Interaction for: S9-HD, S305, H15, H780, H270, H390, H620, and H560 Headsets. Shipped ZN5, ROKR E8 handsets.

Walgreens

January 2005—February 2006

Consumer Research Analyst

Freelance

July 2003—December 2004

Herman Miller, Herbst Lazar Bell, Beyond Design, Cesaroni Design