Joshua Strasshofer
Senior UI/UX Designer | Product Designer | Web & Interaction Specialist

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Creative and results-driven UI/UX Designer with 5+ years of experience crafting intuitive, responsive web products and data-informed user experiences. Skilled in turning complex requirements into clean, accessible interfaces that align with business goals and brand standards. Adept at using Figma, front-end code, and analytics to bridge design and development, optimize UX, and drive measurable impact. Collaborative, detail-oriented, and experienced leading cross-functional design initiatives at scale.

Education

Old Dominion University - Norfolk, VA

B.A. in Graphic Design, Minor in Art History
Graduated Magna Cum Laude - May 2017

Tidewater Community College - Norfolk, VA

A.A.S. in Graphic Design
Graduated Summa Cum Laude - May 2014

Certifications

Google Analytics Certification - *April 2025*

Awards & Recognition

Adobe Design Achievement Awards Semifinalist - 2017

ODU Undergraduate Research Symposium - 2017

Best in Show, Dominion Enterprise's Hack Data Hackathon - 2016

ODU 2016 Annual Juried Student Exhibition

Flux 2015 - Nationwide Student Design Competition

Skills & Tools

Design & Prototyping

Figma, Adobe XD, Illustrator, Photoshop, InDesign, WCAG 2.0 Accessibility

Development

HTML5, CSS/SASS/Dart SASS, Javascript (basic), Markdown

Analytics & Research

Google Analytics (GA4 Certified), Tag Manager, Data-Driven UX

Project Management & Collaboration

Workfront, Jira, Confluence, Cross-functional Communication

Video & Motion

After Effects, Premiere Pro

Experience

EAB, Richmond, VA

Senior Web Designer
Dec 2019 – Jan 2025

- Led UI/UX design across 23+ higher-education partner websites and digital products, delivering cohesive, research-driven experiences that aligned with each institution's unique brand standards.

- Developed responsive mockups and interactive prototypes in Figma, driving approval of design concepts 25% faster by grounding decisions in brand research and partner feedback.

- Coded and launched 40+ custom landing pages and multi-page digital products using semantic HTML/CSS, improving performance and maintainability through scalable, reusable components.

- Acted as in-house SME for Google Analytics 4, leading the GTM setup and migration across five products; trained three cross-functional teams and used behavior data to identify and resolve UX pain points for many of the 350+ university partners.

- Reviewed and optimized team designs for usability, accessibility, and brand consistency, while mentoring junior designers on design systems and Figma workflows—contributing to a 25% improvement in design QA pass rates.

Red Orange Studio, Richmond, VA

Design Intern
Oct 2019 – Dec 2019

- Supported branding and motion design projects for a range of local clients.

Freelance Designer, Norfolk, VA

Feb 2016 – Dec 2019

- Delivered custom web and branding solutions for local businesses.

- Created logos, responsive websites, animations, and social media visuals.

Groundworks Companies, Virginia Beach, VA

In-House Graphic Designer
Oct 2017 – Apr 2019

- Designed user interfaces and digital assets for websites, applications, and multimedia content.

- Produced and edited video content, animations, and print collateral.

Ingenuiti, Virginia Beach, VA

Lead Engineer and Graphic Designer
Sep 2013 – Feb 2016

- Developed and localized eLearning courses, combining UI/UX and animation.

- Built custom HTML5 interactions and LMS-ready modules.