

# Joseph R.W.

Brooklyn, New York

**Hi, I'm Joe!** I am a UX designer specializing in interactive storytelling and digital products.

I leverage human-centered design to help journalists, filmmakers, nonprofits and brands tell stories that matter in new and engaging ways.

---

## Achievements

### First Prize In Immersive Storytelling | 2017

World Press Photo's Digital Storytelling Contest For [THE DIG](#) with The Skin Deep & Murmur

### Impact Africa Grant Winner | 2017

Investigative Data-journalism Grant For [What Went Wrong?](#)

### Look Different Challenge | 2014

MTV's Look Different Campaign  
2014 "Look Different Challenge" Winner

---

## Projects

### [THE DIG](#) | 2017

An interactive documentary exploring the changing landscape of relationships with The Skin Deep & Murmur. <http://thedig.tv>

### [He Said // She Said BETA](#) | 2016

A mobile-first interactive documentary delivered via conversational UI following 3 couples over the first few days of their courtship. <http://hsss-client.appspot.com>

### [What Went Wrong?](#) | 2015

A participatory journalism project tracking beneficiary feedback on international aid projects across Africa. <http://whatwentwrong.foundation>

### [Look Deeper](#) | 2014

A micro-story sharing platform for millennials to have safe conversations about bias for MTV. <http://lookdeeper.org>

---

## Education

### MFA in Transdisciplinary Design | 2015

Parsons, The New School for Design

### BA in Architecture & Religious Studies | 2013

Washington University in St. Louis

---

## Employment

### Freelance Contracts

#### Service Designer, MSK Cancer Center | Dec 2016–Present

As part of the Design and Innovation Group at MSK Cancer Center, I am working to transform how cancer care is delivered through the design of human-centered products, services and strategies for improving the patient experience.

#### UX/UI Designer, Global Citizen | Aug 2016–Nov 2016

At Global Citizen I worked on a voter registration campaign for the 2016 Presidential Election. This included designing mock-ups for web and mobile experiences, collaborating with developers to build out solutions, and working with editorial and marketing teams to develop strategies for new products, features, and events.

#### Co-Founder & Designer, What Went Wrong? | Aug 2015–Present

*What Went Wrong?* is a participatory journalism project working to better integrate citizen's voices into the reporting process. As a co-founder, I am collaborating with photojournalist Peter DiCampo to design the products, services and multi-media outputs for this project.

### Project-based Roles

#### Design Strategy Consultant, GAIN | Jun 2016–April 2017

I worked to integrate human-centered design strategies into a infant nutrition project being launched in Mexico, Guatemala, and Colombia.

#### UX/UI Designer, He Said // She Said | May 2016–Present

I designed the user-experience and interface for He Said // She Said, a mobile-first interactive documentary.

#### UX/UI Designer, Murmur Co. | Sept 2015–Nov 2016

I collaborated closely with creative technologists at Murmur to design various digital storytelling experiences for web and mobile.

#### Art Director, EconomicHardship.org | Jun 2015–Jan 2017

I built the website and led the digital creative direction for the Economic Hardship Reporting Project, an online journalism nonprofit.

#### Design Facilitator, Magnum Foundation | Sept 2014–May 2016

I facilitated multiple interdisciplinary collaborations as part of the Magnum Foundation's Photography, Expanded initiative.

### Pro Bono Work

#### Transdisciplinary Advisor, ICAAD | May 2015–Present

I work closely with the International Center for Advocates Against Discrimination, a human rights organization working to address global issues of structural discrimination. I have helped ICAAD explore a range of diverse projects involving VR, big data, machine learning, citizen reporting and chat bots.