

JOSEPH GRGIC UX DESIGNER & RESEARCHER

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07 80 85 50 69

10+ Years Driving Business Impact at Google, Meta & Allstate.

Strategic design leader with a proven track record of translating complex user needs into intuitive, high-impact experiences. I blend deep expertise in human-centered design, behavioral science, and data-driven research to create products that align business goals with user value. My work consistently delivers measurable outcomes—enhancing usability, engagement, and satisfaction.

SKILLS

UX Strategy & Leadership

Cross-Functional Team Leadership

UX Strategy & Roadmapping

Stakeholder Management

Design Thinking & Workshop Facilitation

UX Research Program Management

UX Design & Research mentorship

Product & Interaction Design

Prototyping (Figma, Sketch)

Mobile/Responsive Design (iOS, Android)

Design Systems

Motion Design

Voice UI (VUI)/AI

Design & Research Execution

Mixed-Methods Research

Usability Testing

Heuristic Evaluation

Data Visualization

WCAG Accessibility

Tools & Technologies

Proficient in Figma/Sketch

UserTesting/UserZoom

Adobe Creative Cloud

SPSS (Quantitative Analysis)

HTML/CSS/JS (Working Knowledge)

WORK EXPERIENCE

Allstate | Sr. Product Designer (Contract)

May 2023 - Dec 2024

- Led the integration of third-party wallet payments, improving cart/payment rates and timeliness up to 25% (projected) with 90% transaction success rate, 85% confidence rating
- Redesigned the messaging and alert system, increasing engagement by 7% via intuitive hierarchy and mapping, improving KPIs (payments, enrollments) and account management.
- Implemented AI (GPT) to analyze qualitative data to quickly discover and synthesize key findings to improve the timeliness and impact of user research.

Meta | Sr. UX Researcher (Contract)

Jan 2023 - May 2023

- Identified findability as the top usability issue for 52% of sellers via unmoderated testing (n=33), prioritizing IA/UI redesigns to reduced page views and improve task completion rates to increase seller transactions and spend.
- Improved SFI email capture adoption by identifying seller hesitations via moderated user testing. Translated insights into UX solutions, resulting in +0.63% increase GMV, 16% churn.
- Led Shops/Shopify seller research program, delivering 3 studies/month to uncover seller pain points. Insights directly informed feature optimizations and adoption strategies.

Terakeet | UX Manager | Assoc. Director

May 2020 - Dec 2022

- Established UX as a core discipline developing processes and deliverables while advocating for a design-thinking culture across both client and product teams.
- Launched and scaled a successful CRO service for multiple fintech clients, aligning UX best practices with measurable KPI improvements to drive contribute to 70% YoY company growth.
- Advocated and built out an internal design system using the atomic model to improve consistency, facilitate collaboration between teams and products, and improve design and engineering efficiency.

Cigna | Sr. UX Designer

Jan 2019 - Mar 2020

- Architected the UX strategy for Cigna's enterprise data 360 initiative, designing a node-edge visualization tool that decreased non-technical users' analysis time through structural modeling of healthcare data nodes (claims, providers, benefits) with drill-down functionality and filtering
- Managed a team of seven UX designers offering mentorship and growth opportunities while managing product stakeholders to ensure alignment of goals and deliverables.

Google | Sr. UX Designer (Contract)

Jan 2018 - Jan 2019

- Delivered strategic redesign of Editor Ads tool aligning with M2, improving efficiency (reduced mouse travel/errors via task-flow optimization), and mitigating user disruption through a phased rollout.
- Facilitated rapid UX workshop to optimize Google Ads' notification framework, driving prioritization of high-p0 alerts and adaptive in-line CTAs based on user task; delivered actionable design strategies for visual prominence, content organization, and glanceable hierarchy to balance user control with guided automation.
- Led end-to-end UX design and research to launch multiple automated bidding strategies, driving adoption and increasing Ads spend by improving user understanding and satisfaction

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EDUCATION

MS Human Factors

Missouri Western State University 2011

BS Psychology

Iowa State University 2009

Method | Sr. UX Designer

Mar 2017 – Nov 2017

- Pioneered a unified Loyalty & Payment system (Voice/QR Badges) using geofence-triggered access and gesture controls (e.g., shake-to-launch), unifying transactions and boosting order efficiency through real world prototyping and testing.
- Launched Post-Fulfillment CX tools – dynamic eReceipts, curbside parking spot support, and feedback loops – cutting drive-thru delays and improving satisfaction through real-time issue resolution.
- Built out the service design for an omni-channel experience with a focus on use and integration of Voice UI (precursor of AI) to improve the order experience for customers while focusing on core KPIs.

Havas Life | Principal/Director of UX

Mar 2012 – Mar 2017

- Led UX and interaction design across multiple digital platforms, establishing a user-centered design culture internally and with clients, resulting in reduced design and implementation timelines within budget constraints.
- Created responsive web frameworks and created iOS-based CLM platforms design frameworks across multi-brand portfolios, using analytics-driven iteration to boost customer engagement and sales.
- Served as UX lead, designer, developer, and project manager, growing digital business to over \$40M annually while maintaining an agile design process focused on delivering KPI-driven outcomes.

DDB | Sr. UX Designer

Nov 2011 – Feb 2012

- Led four teams to map out States Farm's current service design model and capabilities, identify pain points, and create solutions to meet their needs across all business products.
- Integrated business products to create seamless user experience and reduce agent demand and time (e.g. accident - claim - reimbursement - loan) with a focus on a fully digital experience with a focus on iOS mobile technology
- Developed the user flow for mobile billing and payments to enable payments across multiple products, using multiple payment methods, with a focus on clarity, building trust, and security..

Merck | UX Research Consultant

Feb 2012 – Mar 2012

- Was tasked with setting up a UX research lab for the internal UX team, providing recommendations on research software, methodologies, and deliverables.
- Piloted a global remote usability study across US, EU, and Asia on internal Merck tools using mouseflow tracking to identify how users use their tools and identify areas for improvement.