

Joe Minami

Experienced product designer with strong backgrounds in both user experience and visual design.

Contact

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Troops

Product Design Lead

New York, 2017–2018

Led product design at this Slack-funded SaaS startup that helps organizations automate workflows for key sales activities in Salesforce directly within Slack. Customers included Slack, Square, InVision, Flexport, and HubSpot.

Square

Senior Product Designer

New York, 2012–2017

Joined after an acquisition as one of the key product designers to establish the design framework of the Square products seen today and helped expanding company offerings for merchants and consumers. Worked on products such as Square Market, Square Pickup, Square Order, and Caviar.

80/20

Senior User Experience Designer

New York, 2008–2012, acquired by Square

Designed products for clients while working at this user-centered design studio founded by former Apple and Adobe designers. The projects ranged from a highly conceptual vision prototype to an app that is still seen in most people's mobile device home screen. Clients included Nokia, Google, Motorola, and Verizon Wireless.

Method

Designer

New York, 2007–2008

Worked on a wide range of client-facing projects as a visual designer for their digital products/services and brand communication.

AKQA

Designer

New York, 2006–2007

Helped designing innovative digital experiences for world leading brands and their customers.

Education

Parsons School of Design

Design and Technology
MFA, 2001

Parsons School of Design

Architectural Design
BFA, 1999

Skills

User experience, visual design, typography, brand identity, wireframing, prototyping, research, and more...

Industry Knowledge

Payment, lending, CRM/Salesforce, fitness, food delivery, POS (point of sale), logistics, maps, Slack app development, online music and video distribution, second screen for TV, smartwatch, online store platform

Languages

English, Japanese