

# Joe Ahlert

## Professional Designer

joeahlert.com  
joe.ahlert@gmail.com  
linkedin.com/in/joeahlert  
817.517.1634

### Work Experience

#### Talroo / Senior Designer

APR 2017 - OCT 2019

As senior designer, I was in charge of leading the brand transition from Jobs2Careers to Talroo. I designed and established the Talroo brand as a sleek, modern alternative to the competition that existed in the job advertising space. After establishing brand guidelines, I helped to evolve and enforce brand standards. With Talroo's popularity increasing, I worked to edit and produce Talroo's first commercials. These would soon be featured on our website, Austin-Bergstrom Airport, linked in Ads, Conference booth videos, etc.

Project managed brand marketing campaigns across multiple mediums and managed vendor relationships for print, trade shows, and advertising efforts. I designed and implemented our company website along with creating premium digital advertisements for google ads, linkedin, and various other ad platforms.

**Duties** Graphics (email, ads, website, print, conference assets), Website Design (elements, optimal ux), Video (ads, website content, award promos, commercials), Billboard ads, UX for new Talroo products, Establish brand identity, Brand guidelines, Brand vision, Conference booth design, social graphics, ABM campaigns (brainstorm workshops, design, landing pages), Managed vendor relationships

#### ipply / Head of Creative

AUG 2015 - OCT 2016

I designed, branded, developed, and launched 2 websites for ipply, a uniquely free applicant tracking system application. While developing the brand and website, I lead the ux / design efforts on the mobile app. We designed the hiring assistant specifically for Android and iOS platforms using design standards for each. Ipply assisted in qualifying talent, organizing your jobs across all hiring platforms, simplifying job metrics, and allowing you to easily track your favorite candidates. After pitching for House of Genius in 2016, ipply landed a last minute 'featured app' booth for innovating tech.

**Duties** Concepts, Branding, UX (Personas, research, competition research, wireframing, prototyping), App Website, Marketing, Copywriting, Swag, Email, Design Sprints, SCRUM

#### Jobs2Careers / Senior UX Developer

FEB 2015 - APR 2017

After 1 year of working as UX Designer at Jobs2Careers, I was promoted to Senior UX Developer after self-starting several design/development projects that helped generate the business more daily revenue and created new product revenue streams. While continuing to evolve the Jobs2Careers visual identity as a place that had "Everything from small jobs to big careers," the business started to pivot towards a more B2B focus. This altered my focus from job seekers to small/medium business owners and enterprise. This shift in focus allowed me to start the research and ux process for a user dashboard which allowed a granular level of control to manage and edit budgeted job campaigns.

**Duties** Email campaigns, Optimize ux for job seekers, Enhance J2C admin dashboard UX, Conference booth design, Swag, Partner website creation, Design workshops, Google Analytics, Sales Decks, Brand transition to Talroo

#### Jobs2Careers / UX Designer

FEB 2014 - FEB 2015

I was hired to overhaul the companies online presence ranging from branding, social media, and web. Along with these responsibilities, I had an emphasis on job seeker experience. I focused on ux projects to enhance overall job click through rate and user sign ups. I helped to create a new mobile experience using a responsive framework which helped speed up page load times by 600%, simultaneously increasing click through rate by 280%.

**Duties** Sales Decks, Wireframes, Prototypes, AB Testing, Email optimization, Google AdSense, Google Analytics, Video Creation, Conference Booths & Swag, Admin Tools, Design workshops (Affinity mapping, brainstorming, design sprints)

### Education

#### UMHB / BIS

OCT 2003 - MAY 11

With a passion for design and vocal performance, I gravitated towards graphic design and opera theatre courses. Ultimately, graduating with my Bachelor of Interdisciplinary Studies, with a focus in Business and Performing Arts. While in attendance, I accumulated multiple awards in both design and vocal performance. My eye for detail and unique cinematography led to several student director roles for overseeing productions on CRU film productions.

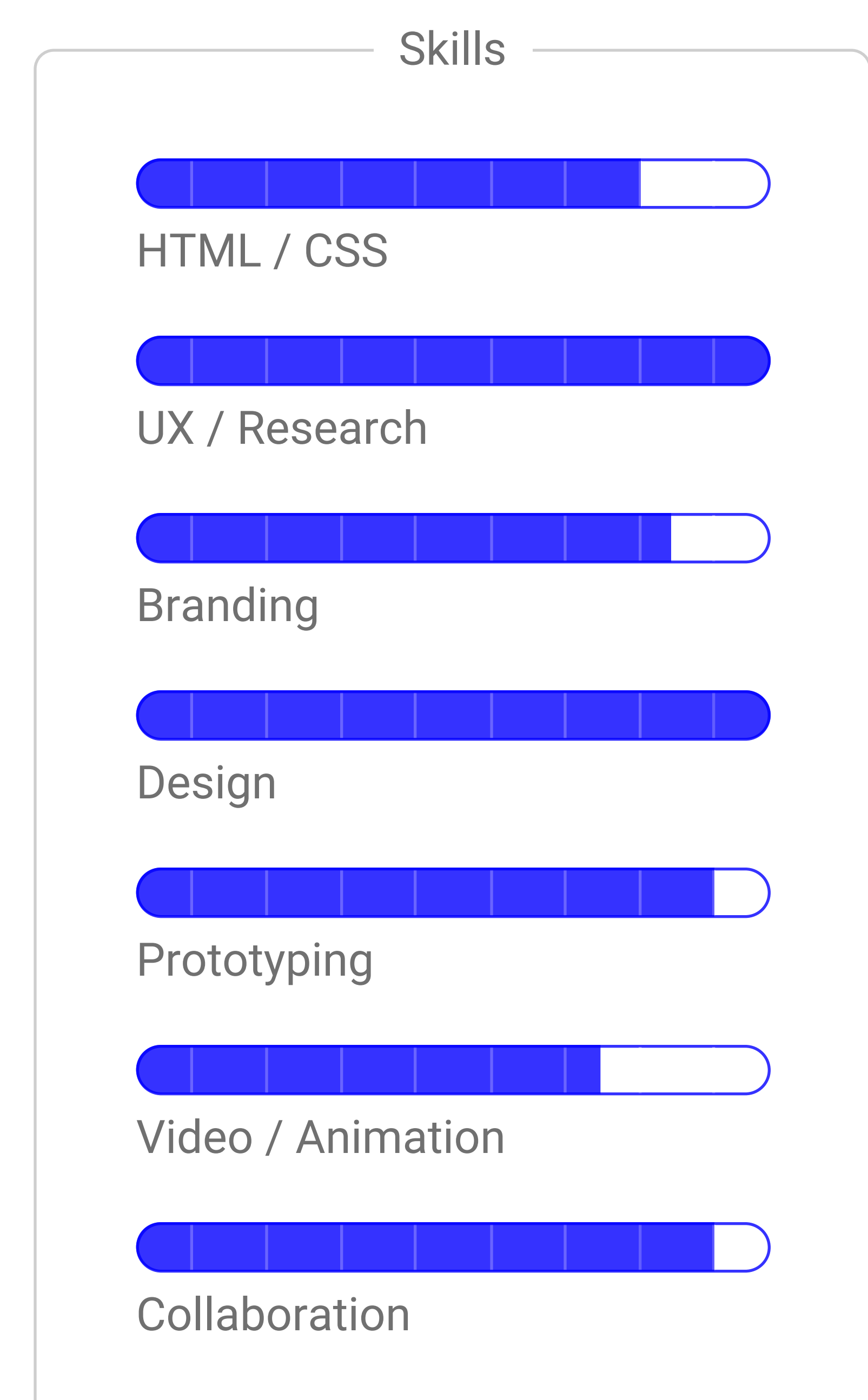
### Skills

**Design** Strategy & Vision presentations, User flows, Wireframes & Mock ups with Sketch & Illustrator, Motion design with Hype 3 & After Effects, Video production, Video Editing, Company and Product Branding, Brand & Style Guides

**Prototyping** Rapid prototyping using Sketch & Invision, Interactive flow with HTML/CSS/JS, Frameworks (Bootstrap, Polymer, Angular) & APIs

**Research** Data Analysis (Optimizely, HubSpot, Google Analytics), Task Analysis & persona hypothesis, A/B Testing & Experiments

**Collaboration** Organizing workshops, design sprints, scrum, facilitating design critique, self starter, communicative, flexible, detail oriented



# Joe Ahlert

## Professional Designer

joeahlert.com  
joe.ahlert@gmail.com  
linkedin.com/in/joeahlert  
817.517.1634

### Previous Experience

- **SHAKEWELL CREATIVE / WEB DEVELOPER** ..... JUL 2012 - JAN 2014
- **IDEA INCUBATOR / WEB MASTER** ..... OCT 2011 - APR 2012
- **FUMC TEMPLE / DIRECTOR OF IT** ..... APR 2010 - OCT 2011
- **MLS EARTHVIEW / GRAPHIC DESIGNER** ..... SEP 09 - APR 2010
- **ACER AMERICA, INC / COMPUTER REPAIR TECHNICIAN** ..... MAY 06 - AUG 08
- **SELF-EMPLOYED / DESIGNER** ..... MAY 07 - PRESENT

### References

<b>Cody Wyers</b>	Principal Software Engineer	cwyers@gmail.com	14 years, Coworker	<b>(512)934-2778</b>
<b>Daniel Ebelike</b>	Senior IT Administrator	daniel.ebelike@gmail.com	1.5 years, Coworker	<b>(806)317-9171</b>
<b>Travis Brown</b>	Front End / SEO Strategist	travis@tryndraze.com	5 years, Coworker	<b>(512)413-7050</b>
<b>Samantha Smith</b>	Marketing Manager	samanthapagesmith@gmail.com	4 years, Coworker	<b>(512)555-5555</b>
<b>Jin Lu</b>	Principal Software Engineer	93661885@qq.com	6 years, Coworker	<b>(408)504-4890</b>
<b>Marko Ma</b>	Product Manager	asoka325@gmail.com	6 years, Coworker	<b>(817)903-0609</b>