



Joseph Shortino

Senior UX Content Designer

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Overview

Multidisciplinary content designer with a background in user experience (UX) and technical communication. Seeking to apply 6.5 years of experience strategizing and delivering high-quality, commercially-viable content for consumer, enterprise, and government clients. Passionate about crafting accessible, human-centered experiences through collaboration with cross-functional product teams to balance user needs, business objectives, and regulatory requirements.

Relevant experience

Senior Consultant, Lead UX Content Designer

CGI Human-Centered Design

Jul. 2022 – present

- Owns end-to-end content strategy and delivery for an intuitive, multi-language SharePoint platform transformation, aligning product UI, support, learning, and internal documentation for 80,000 partners worldwide.
- Led a team of 3 writers within a cross-functional agile studio to deliver 110 on-time, accessibility-tested UI features for a highly-regulated industry.
- Facilitated several highly-technical IP development workshops to develop product ideas, use cases, value propositions, and naming strategies for a sustainable digital twin solution. Provided ongoing 0→1 design support and innovation incubation, preparing executive-level presentations and demos.
- Co-led design discovery and recommendations to align and transform state financial processes. Interviewed SMEs to capture pain points and goals, validate findings and recommendations, and inform change managers.

Consultant, UX Content Designer

CGI Human-Centered Design

Mar. 2020 – Jul. 2022

- Aligned stakeholders, product style, and content operations for internal and enterprise B2B platforms. Partnered with creative and technical teams to write, design, implement, and QA hundreds of product features, support articles, and marketing assets for 27 telecommunications products.

Lab Instructor and Teaching Assistant, Visual Technical Communication

UNT Department of Technical Communication

Aug. 2018 – Dec. 2018

- Instructed 14 lab sessions teaching advanced techniques for Adobe InDesign, Photoshop, and Illustrator to produce professional technical documents.

Teaching Assistant and Grader, Technical Editing

UNT Department of Technical Communication

Aug. 2017 – Dec. 2017

- Provided comprehensive edits and grading support for 28 Technical Editing students, reporting insights on common and recurring student errors.

Education

B.A. in Professional and Technical Communication

University of North Texas – Denton, TX

- Completed advanced courses in content strategy and analysis, technical writing and editing, digital media, information design, UX, and usability.

Relevant skills

- UX writing & microcopy
- Technical communication
- Content strategy & analysis
- Content design operations
- Workshop facilitation
- Stakeholder alignment
- User experience & interface design
- Change management
- Usability testing & validation
- Accessibility compliance

Tools

Figma, Adobe XD, Sketch; Axure RP; Miro, Mural, FigJam, Visio, pen & paper; Microsoft 365 apps, SharePoint, Teams; Adobe Acrobat Pro, Creative Cloud apps; Jira, Azure DevOps, Linear, Trello, Asana; WCAG 2.1 AA, Section 508, VoiceOver; HTML, CSS, JavaScript, XML, Swift.

Recognition

CGI Partnership and Quality Award

CGI Intrapreneurship Award

UNT President's Special Recognition Award

UNT Housing Ambassador of the Year

UNT Housing Excellence in Service Award

Affiliations

Buddy League, Inc.

Communications Director 2019 – present

Volunteer 2004 – present

Eagle Technical Communicators

President 2018 – 2019

Member, Marketing Strategist 2015 – 2018

Society of Technical Communicators

Mentor and Presenter 2022 – present

