



Joshua Strasshofer

Senior Product Designer, UX/UI Designer & Front-End Developer

Portfolio: <https://joshstrasshofer.com> · Email: joshstrasshofer@gmail.com · Location: Richmond, VA

Senior Product Designer, UX/UI Designer & Front-End Developer specializing in bridging the gap between design and engineering. Combines expert proficiency in Figma and Adobe Creative Suite with the technical ability to prototype and build in HTML5, CSS3, and JavaScript. Distinctive expertise as a Google Analytics (GA4) SME, using quantitative data to validate usability and improve product performance. Passionate about creating accessible, responsive interfaces that drive engagement and business growth.

Education & Certifications

B.F.A. in Graphic Design (Minor in Art History)
Old Dominion University | May 2017

A.A.S. in Graphic Design
Tidewater Community College | May 2014

Google Analytics Certified

Key Projects & Initiatives

GA4 Enterprise Migration & Training Initiative

- Spearheaded the migration of 5 distinct digital products for 350+ partners to Google Analytics 4 (GA4), ensuring data continuity for partner dashboards.
- Defined custom event tagging strategies and trained cross-divisional teams on data analysis best practices.

Undergraduate Partner Design Systems

- Architected a modular design system for 23 partner universities, creating a library of reusable components in Figma and code.
- **Impact:** Reduced landing page development time by 20% and ensured 100% WCAG 2.0 compliance across all web products.

Skills & Tools

Product & UX Design

User Interface (UI) Design, User Experience (UX) Strategy, Wireframing, Rapid Prototyping, Information Architecture, Design Systems, Responsive Web Design, Accessibility Compliance (WCAG 2.0)

Software

Figma (Expert), Adobe Creative Suite (Illustrator, Photoshop, XD, InDesign, After Effects), Acquia Campaign Studio

Front-End Development

HTML5, CSS3, SASS/Dart SASS, Javascript, Markdown, Mobile-First Development

Research & Operations

Google Analytics (GA4), Google Tag Manager, A/B Testing, Cross-Functional Collaboration, Jira, Confluence, Workfront

Experience

Freelance

UX/UI Designer and Front-End Developer, Richmond, VA
Feb 2016 – Dec 2019, Jan 2025 – Present

- Provided design consultation for local businesses, creating logos, websites, and digital assets to improve brand visibility and user engagement.

EAB, Richmond, VA (Remote)

Senior Product Designer (formerly Senior Web Designer)
Dec 2019 – Jan 2025

- **Led End-to-End Product Design:** Directed the UX/UI lifecycle for 24 undergraduate partners and up to 5 products each, translating complex partner requirements into high-fidelity prototypes and multi-page web applications using Figma
- **Design Systems & Scalability:** Engineered a scalable design system and reusable code library that bridged the gap between design and development, significantly reducing build times for landing pages and applications.
- **Data-Driven Iteration (GA4 SME):** Served as the division's Subject Matter Expert for Google Analytics 4, implementing custom tagging strategies to track user behavior and using quantitative data to validate design decisions.
- **Accessibility & Compliance:** Championed inclusive design by ensuring all web products and applications strictly adhered to WCAG 2.0 accessibility guidelines improving usability for all audiences.
- **Cross-Functional Leadership:** Mentored teams on the migration to GA4 and collaborated cross-departmentally via Confluence to align design outputs with marketing goals.

Groundworks Companies, Virginia Beach, VA

In-House Graphic & Web Designer

Oct 2017 – Apr 2019

- Designed and maintained web content, including corporate websites and internal applications, ensuring brand consistency.
- Developed process procedure slides and instructional materials to streamline internal operations and user training.
- Collaborated with marketing teams to produce high-quality digital imagery and intro animations for product guides and award presentations.

Ingenuiti, Virginia Beach, VA

Lead Engineer and Graphic Designer

Sep 2013 – Feb 2016

- Led the development and design of localized eLearning courses for world-renowned corporations, utilizing custom HTML5 and LMS software.
- Solved complex technical issues related to eLearning software and LMS management, ensuring seamless delivery of course content.