

Joe Fritz Experience Design Manager

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Professional Experience

Design Manager Employee Experience

PPL Electric Utilities
Allentown, PA
2022-Present

- Lead the employee experience design team in delivering continuous end-user experiences that improved employee satisfaction and engagement across 6,500+ employees in three companies.
- Mentor a design team to streamline workflows and enhance collaboration with enterprise partners – leading to successful business outcomes.
- Coach design team on new ways of working – including design thinking workshopping and Lean UX best practices to accelerate product timelines.
- Grew the team by 4x within my first year, established cross-functional UX team processes, built collaborative relationships with enterprise teams, and created a multi-year employee experience vision for C-level executives.

UX Design Lead Employee Experience

PPL Electric Utilities
Allentown, PA
2021-2022

- Led an employee intranet redesign – resulting in improved user engagement, sentiment, and increased search success rates.
- Created team best practices – including a design system and shared templates for design documentation, resulting in consistent design quality and a reduction in project turnaround time.
- Led product visioning sessions with stakeholders across the enterprise and managed an agile design process to deliver experiences.

Design Director Transmogrify

Conshohocken, PA
2006-2021

- Established, grew, and managed an experience design team to deliver comprehensive design solutions including research, wireframes, prototypes, and high-fidelity mockups. This led to successful mobile and web apps for clients such as Penn Medicine, Intuit, Urban Outfitters, ADP, Fulton Bank, and Subaru of America.
- Collaborated with clients and development teams to create products and applications for clients ranging from startups to Fortune 500 companies.
- Pioneered mobile design by creating early iPhone software, leading to an Apple “Featured Web App” for Intuit.
- Designed an Apple App Store #1 App with TGI Black Friday, significantly enhancing client visibility.
- Led the front-end development of web products, ensuring high-quality, accessible, and user-friendly interfaces.

Adjunct Professor Northampton Community College

Bethlehem, PA
2010-2012

- Instructed advanced web design courses, guiding students towards achieving Associate in Applied Science degrees in Communication Design.
- Facilitated User Experience and Interface design projects, helping students create portfolio-worthy work by engaging with real-life clients.

Skills

Team Leadership & Mentorship
Design Thinking
Lean UX
Strategic Planning
Cross-functional Collaboration
Problem Solving

Wireframing & Prototyping
Usability Testing
User Research
Figma
Miro
Microsoft ADO

HTML
CSS
JavaScript

Education

University of the Arts Bachelors of Fine Arts: Multimedia

Philadelphia, PA
2000-2004