

Joseph Tatepo

User Experience Designer

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Experience

UX Design + Lead Generation - 1 year Jan 2017 - Dec 2017 // Lead Generation Associate & Experience Designer
[The Conference Board - Brussels](#)
Mobile Application project initiation, feature design, adoption strategy and timeline planning
Coordinating email campaigns, optimising lead sourcing processes with new digital tools
Develop marketing communications content and outbound sales calls

Service Management - 5 years Jan 2012 - Jan 2017 // Manager, Executive Program Services
[The Conference Board - Brussels](#)
Develop customer success plans for improved servicing of 130 members
Manage executive learning events for Fortune 500 company executives
Member-driven research and benchmarking coordination
Program performance tracking and management

English Teaching - 3.5 years Jan 2008 - Aug 2011 // Language and Communications Teacher
[Abu Dhabi University - Abu Dhabi](#)

English Teaching - 2 years Dec 2005 - Dec 2007 // Corporate Language Teacher
[Juan & Guobin Institutes - Beijing](#)

Skills

Product Planning

Business goals analysis
Target customer research
Customer needs analysis
Product/Service ideation
Value proposition definition

Copywriting

Email campaigns
Features & benefits
Customer pain points
Empathy & actionable
SEO, Landing pages

Experience Design

Wireframes, Mockups
Personas, Site maps
Interactive prototypes
Task maps, User journeys
Competitor & content audit

Tools



Education

User Experience Design Jan 2017 - July 2018 // User Experience Design Certificate
[CareerFoundry](#)

Digital Business Leadership Sep 2015 - April 2016 // Digital Business Executive Diploma
[Academy of Digital Business Leaders](#)

Education & Communication Sep 2009 - April 2013 // M.A. Digital Technology, Communication & Education
[University of Manchester](#)

English Language Teaching Jan 2009 - April 2009 // Certificate in English Language Teaching to Adults
[University of Cambridge](#)

Business Studies Sep 1999 - Feb 2004 // B.A. European Business Studies - Dual Degree
[London Metropolitan University + Novancia Business School Paris](#)

Languages

English ★★★★★

French ★★★★★

Mandarin ★★

Visual Design, Experience Design, Instructional Design, Communication Design