

DONNY JOYCE

UI Designer

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EXPERIENCE

Operations / Digital Marketing

Pomona Pipe Products

- 01/2025 - 01/2026
- Designed and launched the company's first professional website end-to-end owning UX strategy, information architecture, visual design, and deployment for a 40+ year regional construction services company
 - Built a SharePoint file system to digitally preserve project records, structuring active and archived orders by customer, PO number, and year for scalable long-term access
 - Implemented a Kanban-based workflow for Pomona's fabrication operation — Deployed a Microsoft Planner board giving Greensboro-based sales staff real-time visibility into work order status at the remote fabrication shop. Created task level tags to surface delivery dependencies and blockers, checklists for complex orders, and direct links to SharePoint project files

Senior UI Designer

Truist Financial

- 12/2019 - 07/2024
- Owned the full product design experience for Truist One View - a digital treasury banking app for one of the largest U.S. financial institutions from initial concept through App Store launch
 - Architected a scalable product design language and component system, translating enterprise brand standards into a consistent UI across screens, interactions, and motion
 - Designed purposeful micro-interaction and animation systems that elevated usability and reinforced brand personality throughout the banking experience
 - Led ADA compliance auditing UI against WCAG 2.1 AA. Implemented screen reader optimizations, color adjustments, and type scaling. Enhanced usability for visually impaired users, ensuring iOS/Android regulatory compliance
 - Designed the Truist Authenticator, an MFA soft-token app for commercial banking clients, enabling biometric login, PIN access, and offline code generation via CRONTO QR activation — seamlessly integrated into the Truist One View mobile platform

UI Designer

NET Esolutions Corp

- 02/2019 - 12/2019
- Led UX design for federal health IT portals supporting the U.S. Department of Health and Human Services, delivering from wireframe to high-fidelity mockup within Agile sprints
 - Translated complex federal agency requirements into intuitive user flows and information architectures, bridging the gap between technical stakeholders and end users in high-compliance environments
 - Built a reusable component library and design system, boosting handoff efficiency and visual consistency across federal health apps

Lead UX/UI Designer

Sokal Media Group

- 09/2016 - 12/2018
- Designed custom website experiences for automotive dealership clients nationwide, converting brand identities into responsive, high-converting digital storefronts
 - Collaborated with account managers and digital strategists to align creative output with client sales goals, OEM brand standards, and seasonal campaigns across desktop and mobile
 - Thrived in a high-volume agency environment, producing UX and visual design across web, email, and digital advertising channels while managing competing client priorities and tight deadlines

KEY ACHIEVEMENTS

App Launch

Shipped Truist One View to App Stores — Led design from concept to launch for a digital treasury app at one of the largest U.S. banks, reaching 20K+ downloads.

Streamlined Design Workflow

30% Faster Design-to-Dev Handoff — Built a mobile component library at Truist that reduced design system discrepancies and standardized UI across 100+ screens.

Operational Efficiency

Eliminated fabrication defects and decreased lead times by 25% for Pomona Pipe's manufacturing division

PROFICIENCY

Figma	Photoshop	After Effects	
Illustrator	Framer	Lottie Files	Rotato
Spline	Miro	Jitter	Adobe Typekit
Rally	Hotjar		

SKILLS

Visual and Interaction Design			
Brand Strategy	Illustration	Style Guides	
User Flows	UX Strategy	A/B Testing	
User Research	Design Systems		
Rapid Prototyping	Dev Handoff		
Design QA	Accessibility / WCAG 2.1		

CERTIFICATIONS

Accessibility Fundamentals - Disabilities, Guidelines, and Laws
Deque University
Basic Web and Document Accessibility for Content Contributors
Deque University
Designing an Accessible User Experience
Deque University
Visual Design and Colors (WCAG 2.1)
Deque University