

Donovan Joyce

Senior Product Designer

323.829.6641 · novanoddd@gmail.com · linkedin.com/in/donovanjoyce · www.donovanjoyce.com

EXPERIENCE

Freelance Product Designer	2023 - Present
• End-to-end product design for MentorCam, a mentorship marketplace connecting professionals with industry experts • Brand identity and early-stage product design for SidePilot's gym owner dashboard	
Senior Product Designer · Paway	2020 - 2023
• UI/UX design for a dog walking app across owner and walker experiences • Designed marketing materials including email, social ads and billboards • Developed brand identity spanning product design, illustration and photography	
Creative Director · Wag!	2018 - 2020
• Grew the design team to 8; extended and maintained the design system (built by a design systems specialist from Airbnb) across new product surfaces • Set branding guidelines and directed 15 freelance illustrators	
Founding Designer · Wag!	2015 - 2018
• UI/UX design for owner and walker apps • Designed marketing materials and developed brand identity	
UI/UX Designer · Game Changer Labs	2013 - 2014
• Product design for 4 shipped titles, including Swipe, later acquired by Match	
UI/UX & Marketing Designer · Zynga (Contract)	2012 - 2013
• Started development of Zynga Slots Casino • Digital marketing design for Zynga Plus Poker	

EDUCATION

California Institute of the Arts
B.F.A., Set Design

SKILLS

Figma, Product Design, Visual Design, Design Systems, Brand Identity, Interaction Design, Prototyping, AI-Assisted Design Workflows (Claude Code, Figma MCP)