JOSEPH RATLIFF

🌐 josephratliff.design | ✉ josephratliff.design@gmail.com

EDUCATION

Carnegie Mellon University | MA in Design

University of Washington P&CE | Certificate in UX and Visual Interface Design

Brigham Young University | BA in International Relations

EXPERIENCE

Freelance | Designer
SEP 2025 – PRESENT
- Designed values-aligned branding, modular content components, and scalable graphic assets for a subscription newsletter (coming soon)
- Consulted on UX, design systems, content workflows, and evaluative research

Carnegie Mellon University | Design Research Assistant
JUNE – SEP 2025
- Interviewed **32 research participants** and advised on experimental design
- Visualized data and and edited technical writing for an academic paper

UX San Antonio | Volunteer Designer & Project Manager
SEP - DEC 2023
- Designed, built, and shipped an WCAG accessible WordPress website for a small community church in Austin, TX (**Knowbility AIR 2023 2nd Place Winner**)
- Co-managed a cross-functional team of seven volunteers, wrote meeting notes and action items
- Led client interviews, researched users, and helped run usability testing
- Presented brand-aligned visual style proposals and designed site wireframes

AllSides | Content Designer
AUG 2023 - JULY 2024
- Designed new UI features, data visualizations, social media graphics, fundraising campaign ads, and a subscriber-exclusive Balanced Digest newsletter
- Conducted UX research to deliver insights to product developers
- Managed an Instagram account with **200k+ followers**, tracking KPIs for growth
- Collaborated with marketing, design, product, engineering, and business teams
- Edited content written by people and AI for clarity, bias, brand voice, and accuracy

AllSides | News Editor
AUG 2021 - AUG 2023
- Influenced **top-level decisions** on graphic design, content strategy, and editorial standards, drawing insights from analytics data
- Wrote and edited news content for clarity, bias, brand voice, and accuracy
- Designed daily social media content, graphics, templates, and workflows

AllSides | News Specialist
AUG 2020 - AUG 2021
- Wrote and published daily news content and designed blog graphics

SKILLS

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Protopie, Canva, Miro, Trello, Drupal, Typeform, Flourish, Later, Mailchimp, Google Analytics, Webflow, WordPress, HTML/CSS, Zoom, Generative AI, Cursor, v0, Paper.design, Adobe Firefly

Knowledge

Product Design, UX/UI Design, Graphic Design, Brand Design, Human-Centered Design, UX Research, Content Strategy, Quantitative & Qualitative Research, Data Visualization, Project Management, Storytelling, Writing, Copy Editing, Social Media, Web Accessibility