

Joseph D. Hooper

CONTACT

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LinkedIn Profile

SKILLS

Research

Usability Testing

Survey Methods

Focus Group

Meta-ethnography

Statistical Analysis

Narrative Analysis

Content Analysis

Action Research

Tools

Photoshop

InDesign

Cheetah-3D

Tableau

Articulate

Sketch

Design

Storyboarding

Wireframing

Prototyping

Development

Swift

Velo-Wix Code

JavaScript

Processing

HTML/CSS

COURSES

Usability Testing

Research Methodologies

Visual Communication

Data Analysis using R

Computational Media

Cultural Visualization

iOS App Development

EXPERIENCE

Instructional Designer, Prisma Health

Greenville, SC • 2021-present

- Manage the design and development of enterprise-wide annual compliance training
- Serve as lead designer for Diversity, Equity, and Inclusion (DEI) related material
- Work with subject-matter experts to produce interactional learning experiences
- Communicate with a variety of audiences to drive action and inspire ideas

Web Programmer, Eastcamp Creative

Greenville, SC • 2018-2021

- Created performance-sensitive JavaScript and Wix Velo to produce robust websites
- Provided technical leadership in coding, testing, and development
- Contributed to a motivated work environment by communicating effectively to achieve expected goals and outcomes

Mobile App Researcher, University of North Carolina at Chapel Hill

Chapel Hill, NC • 2016-2020

- Conducted qualitative research to explore how citizen-users utilize and develop iOS mobile apps to improve social change
- Collaborated with participants to develop wireframes and a coded prototype of a real-world mobile app that addressed a localized issue

Research Scholar, Bruce A. Carter Qualitative Thought Laboratory

Chapel Hill, NC • 2016-2017

- Participated in National Science Foundation (NSF) funded research
- Conducted in-depth interviews, surveys, and focus groups
- Coordinated the collection, analysis, and interpretation of qualitative and quantitative data
- Presented findings and recommendations that drove future improvements

Usability Testing Research, Multimedia Authoring, Teaching, and Research Lab

Clemson, SC • 2001

- Analyzed university-wide content management software for usability issues
- Created testing environments, task scenarios, moderated usability sessions
- Employed protocol analysis, cognitive walkthroughs, and survey questionnaires

EDUCATION

University of North Carolina at Chapel Hill

PHD in Cultural Studies + Literacies, 2020

Specializations: Mobile Media Design and Qualitative Research Methodologies

Duke University

Graduate Certificate in Information Science + Studies, 2017

Clemson University

BA/MA in Modern Languages + Professional Communication (Rhetoric), 2001