

Joy Sandlin

Senior UX Designer

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SKILLS

Figma, Sketch, Canva, Adobe Creative Suite, HTML / CSS, JavaScript, WordPress Development, Mailchimp, MailerLite, Marketing Automation, Project Planning & Coordination, Creative Direction, Digital Ad & Custom Web Design, Branding, SEO Techniques, Website Optimization, Analytics Tools, Wireframing, Mockups, Responsive Design, Accessibility (WCAG 2.0/2.1), Agile Workflow, Technical Support, Troubleshooting

EXPERIENCE

PROJECT MANAGER

Mercy Deliverance Ministries | May 2025 – Present

- Lead project management across programs, digital tools, and communications
- Design, build, and improve internal systems (check-in app, volunteer kiosk, reporting dashboards)
- Send SMS and email communications to 1,000+ customers (monthly schedules, updates, promotions)
- Work free food distribution lines each month checking in recipients at their cars, troubleshooting issues, and organizing volunteers on-site
- Serve as host/cashier on the Mobile Grocery Bus, assisting customers and managing transactions as needed
- Track and analyze program data to support reporting and grant/donation applications and other decision making
- Work across staff, volunteers, and partners to keep operations clear and moving

PRODUCT DESIGNER

Harmony Venture Labs | October 2023 – January 2025

- Designed and refined SaaS user experiences for multiple venture-backed startups.
- Built scalable design systems and prototypes in Figma.
- Partnered with product and engineering teams to align UX with business strategy.
- Conducted usability testing and implemented iterative design improvements.
- Balanced agile speed with high-quality, user-centered outcomes.

SENIOR WEB DESIGNER

Harmony Venture Labs | January 2019 – October 2023

- Owned design and management of multiple SaaS product websites.

- Delivered end-to-end web experiences (wireframes → responsive builds) with HTML, CSS, and JavaScript.
- Implemented accessibility and SEO best practices, improving usability and discoverability.
- Optimized site performance through asset minification, caching, and analytics-based improvements.
- Collaborated across teams to translate business needs into design solutions.
- Mentored junior team members on design systems and web standards.

MARKETING GRAPHIC DESIGNER

CareLinx, Inc | January 2020 – January 2022

- Designed marketing collateral across digital and print (brochures, ads, email, web).
- Supported high-volume creative requests from leadership under tight deadlines.
- Maintained WordPress-based content updates and optimized design consistency across platforms.

CREATIVE DIRECTOR

Rekrewt | January 2018 – January 2019

- Directed creative strategy for client campaigns, improving lead generation outcomes.
- Led the design process from ideation through final delivery, ensuring alignment with brand goals.

SENIOR WEB DESIGNER

Infomedia | January 2003 – January 2017

- Delivered web solutions for clients ranging from small businesses to large corporations.
- Collaborated with engineers, PMs, and designers to execute high-quality interfaces.
- Provided mentorship to junior designers.

FREELANCE DIGITAL DESIGNER & CONSULTANT

Birmingham, AL | 2019 – Present

- Built and maintained custom websites for nonprofit and small business clients.
- Provided ongoing technical support and digital consulting.

AWARDS

Silver ADDY for responsive web design

Issued by American Advertising Federation · Feb 2013

EDUCATION

BS in Business Information Systems (Candidate), University of Alabama at Birmingham, Expected 2027

Associates Degree in Applied Science in Web Design, Virginia College, January 2003