PORTFOLIO OF JOEL BEUKELMAN
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EXP.

Royal
PRODUCT DESIGNER

Product lead on Royal's Artist Studio (onboarding, verification, self-serve drops). Core-contributor across full product suite, brand/acquisition, product strategy and community engagement.

REMOTE, TN
SEPT 2022–SEPT 2023

Google, Chrome
DESKTOP UX LEAD

Lead UX for Chrome's desktop application across 4 OS platforms, tackling end to end features across Google's PA. Driving principled design systems for Chrome's global scale/accessibility across search, productivity, identity/sign-in, and personalization.

LOS ANGELES, CA
JUN 2017–SEPT 2022

Design Inc
HEAD OF DESIGN

Led product direction, brand, research for a platform empowering freelance designers and connecting them with potential new clients & new opportunities.

COSTA MESA, CA
JUN 2016–JUN 2017

Google, Android & Analytics
SENIOR INTERACTION DESIGNER

Senior designer on Analytics and Android Auto. Led the work of the first run and connection experience in the car, companion app, and the flagship release of Android Auto's phone only experience.

MT. VIEW, CA
OCT 2013–JUN 2016

Netflix
SENIOR MOBILE UX DESIGNER

Senior designer on the Site & Mobile team for all of the product innovation on Netflix's phone & tablet applications. Led mobile GUI redesign (iOS, Android, and Windows 8), Chromecast launch, and Netflix Originals on phone & tablet.

LOS GATOS, CA
AUG 2011–JUL 2013

EDU.

CSU San Bernardino
Bachelor of Arts, Graphic Design

SAN BERNARDINO, CA
JUN 2006–JUN 2008