

Joe Velez

Lead UX Designer | Design Systems Specialist | Product Strategist

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EXPERIENCE

Senior UX Designer

Copper Hill Inc. — Mar 2024–Present | Livonia, MI (Remote)

- Established Copper Hill's UX practice as the first design hire, defining processes and standards while owning the end-to-end design of an AI-powered trade compliance platform.
- Partner with product owners, business analysts, and engineers to define and refine requirements, translating complex workflows into intuitive, scalable user experiences.
- Built and maintain the company's first design system, including semantic design tokens, a flexible Figma component library, and developer-aligned documentation in Zeroheight.
- Mentor and manage design interns, providing hands-on feedback, guidance, and support to help grow their skills and contribute to real product work.

Senior Experience Designer

PPL Electric — May 2023–Mar 2024 | Allentown, PA (Contract)

- Improved self-service features across PPL and RIE customer portals to drive adoption and reduce support call volume.
- Collaborated with UX researchers and product leaders to uncover user needs and define feature scope and requirements.
- Created detailed wireframes, flows, and prototypes in Figma and Miro to communicate design solutions and support cross-functional alignment.
- Developed and presented pitch decks to showcase the CX team's impact to design leadership and executive stakeholders.

Senior UX Designer

Shibumi.com — Sep 2022–Sep 2023 | Norwalk, CT (Remote)

- Established and scaled a design practice as Shibumi's first design hire, implementing a collaborative UX process to support product and engineering teams.
- Led the creation of a cross-functional design system in Figma, partnering with engineers to align patterns with the MUI React framework for consistency and scalability.
- Designed and shipped new features for Shibumi's low-code/no-code platform, helping enterprise customers manage strategic initiatives more effectively.

- Provided UX consulting and UI audits for key clients and partners, improving the usability and adoption of custom-built solutions on the Shibumi platform.

UI Designer → UX Designer II → Senior UI/UX Designer

Workforce Software — Feb 2019–Sep 2022 | Livonia, MI

- Progressed from junior to senior designer while contributing to the end-to-end redesign of the Workforce Suite, including key features like time tracking and absence management.
- Led UX efforts for employee and manager workflows, conducting user interviews, usability testing, and baseline research to inform design decisions.
- Collaborated with product managers to refine feature requirements and improve product development processes through stronger design–product alignment.
- Played a key role in scaling the design system across product lines, partnering with developers to ensure implementation and consistency, and mentoring junior designers through onboarding and project work.

Product Manager/Designer

Tiremetrix, LLC — Feb 2015–Feb 2019 | Brighton, MI

- Served as the company’s first design hire, establishing product design practices and leading the UX and UI design of two new platforms: Tire Registration Plus and a Bluetooth-enabled TPMS diagnostic app.
- Redefined and modernized the company’s original TPMS Manager platform, improving usability and aligning the product with evolving industry needs.
- Partnered with the president and engineering team to define features, prioritize roadmaps, and implement Agile workflows to improve delivery and collaboration.
- Led efforts to secure and integrate with major point-of-sale platforms, expanding reach and enabling seamless adoption by tire retailers and repair shops.

SKILLS & TOOLS

Tools: Figma, Sketch, Miro, Figjam, Jira, Azure DevOps, Notion, Confluence

Technologies: HTML/CSS/JS, React, Angular

Skills: UX Design, UI Design, Prototyping, Design Systems, Accessibility, DesignOps, User Research, Agile Product Development

EDUCATION

Wayne State University

Bachelor of Arts — Dec 2009 | Detroit, MI