

# 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)*

- Led design initiatives as the founding designer at Copper Hill, playing a crucial role in launching an enterprise-focused trade compliance software platform.
- Established and evolved a comprehensive cross-functional design system to ensure consistency across modules and products.
- Facilitated cross-team collaboration to align design solutions with business objectives and technical constraints.
- Created high-fidelity mockups and interactive prototypes using Figma to visualize features and user flows.

### Senior Experience Designer

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

- Enhance the self-service features and functionality on the PPL and RIE websites to boost customer adoption and decrease support call volume.
- Worked with UX researchers and product leadership to identify user needs and define feature requirements.
- Utilized Figma and Miro to create detailed design deliverables, effectively communicating proposed solutions to stakeholders.
- Developed engaging presentations and pitch-decks to showcase the CX team's efforts to company and design team leadership.

### Senior UX Designer

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

- Developed and implemented a collaborative design process throughout the organization to enhance user experience.
- Worked with the engineering team to implement a cross-functional design system using Figma and the MUI React framework.
- Enhanced and introduced new features for the low-code/no-code Shibumi platform, enabling enterprise customers to track strategic programs and initiatives.
- Offered UI/UX consulting services to our key clients and strategic partners to enhance app usability and overall user experience.

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

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

- Spearheaded the development and implementation of a cross-functional design system to enhance visual consistency across multiple product lines and boost design team efficiency.
- Worked with design and product team leadership to enhance user-centered design processes and procedures, improving consistency and alignment.
- Conducted user research, including user interviews, baseline testing, and usability testing, to better understand user needs.
- Created user-centered solutions for time tracking and absence management for both employee and manager personas as part of the Workforce Suite redesign.

## Product Manager/Designer

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

- Managed all aspects of design in the organization, including graphic, web, and product design, leading the design of two new products from scratch.
- Worked closely with company leadership to define features, determine requirements, and prioritize the company roadmap and engineering team backlogs.
- Led the implementation of agile methodologies, conducting daily stand-ups, sprint planning, backlog refinement, sprint reviews, and retrospectives, thereby improving team efficiency and delivery time.
- Conducted industry research and networking to secure partnerships, which included securing \$2M in seed funding, contributing to company growth.

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## 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

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## EDUCATION

### Wayne State University

Bachelor of Arts — Dec 2009 | Detroit, MI