# Joe Millea

Product Designer

Creative and results-driven Product Designer with 5+ years of experience delivering intuitive, scalable, and visually compelling digital solutions across SaaS, enterprise platforms, B2B, and B2C applications. Expert in end-to-end user-centered design, design systems, and cross-functional collaboration. Passionate about crafting user experiences that balance user needs with business objectives, driving engagement and measurable success.

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## EXPERIENCE

### Product Designer, Road Scholar

March 2025 -Present | Remote

- Lead product design across several internal products ranging from small features to full-system migration.
- Lead workshops, and perform research work to untangle vague conceptual problems and determine business capabilities.
- Collaborate closely with business stakeholders and technology team to understand user problems and determine course of action.
- Serve as a resource throughout each phase of the development life cycle to help clarify capabilities and solution design, testing, and acceptance specifications.

### UX Designer, Apex Systems (United Airlines)

January 2025 - March 2025 | Remote

- Designed feature in PlanScan baggage app to alert Below The Wing employee of incoming Personal Mobility Device on scheduled flight. Affecting 1 million+ customers per year.
- Created and updated business flows for internal users
- Created UX frames and prototypes for users to test
- Worked with internal team on front-end and technical requirements. Worked directly with stakeholders on documentation and design.
- Propose future enhancements and estimations

### Senior Product Designer, Neudesic, an IBM Company

October 2021 - October 2024 | Phoenix, AZ (Remote)

- Spearheaded the design and strategy for "Hydra," a scalable, multi-brand design system and app accelerator, reducing development time by 50% and enabling efficient multi-brand sales.
- Designed "Alchemy," an AI-powered internal feedback platform, boosting employee growth by 70% and retention by 40% through innovative sentiment analysis and admin tools.
- Conducted user research, usability testing, and prototyping to enhance enterprise SaaS platforms, improving user engagement and operational efficiency at various clients
- Delivered pixel-perfect Figma files, responsive prototypes, and detailed design documentation, facilitating seamless developer handoffs.

### Product & Marketing Designer, Oh My Ears

February 2022 - Present | Phoenix, AZ (Remote)

- Redesigned the organization's website, integrating donation workflows and e-commerce functionality, resulting in a $10K annual increase in donor revenue.
- Conducted usability testing and implemented mobile-first, responsive design, optimizing the experience for diverse audiences.
- Designed and managed all marketing assets, including social media, email campaigns, and event branding, driving increased audience engagement.
- Collaborated with cross-functional teams to align artist and audience experiences with organizational goals.

## SKILLS

**Design Expertise:** User-Centered Design, Interaction Design, Usability Testing, Responsive Design, Accessibility (WCAG)

**Research & Strategy:** User Research, Journey Mapping, Personas, User Flows, Information Architecture

**Design Systems:** Component Libraries, Style Guides, Tokens, Multi-Brand Design Systems

**Collaboration:** Stakeholder Alignment, Cross-Functional Teamwork, Developer Hand-Off, Rapid Iteration

## TOOLS

Figma, Adobe Suite, Miro, Webflow, Google Analytics, HTML/CSS (Basic), Agile/Scrum, Jira, GitHub, Vercel/AI Tools, ADO, Salesforce

## CERTIFICATIONS

Google UX Design
IBM Applied AI
Google Marketing & E-Commerce

## Education

Doctor/Masters Musical Arts
    Arizona State University
Bachelor of Education,
    University of Minnesota

## UX Designer, Millea Design

May 2020 - Present | Remote

- Collaborated with clients to design user-focused solutions, delivering wireframes, high-fidelity prototypes, and final assets for web and mobile platforms.
- Conducted stakeholder interviews, user research, and usability testing to inform design strategies.
- Provided branding, logo design, and graphic design support to enhance client brand visibility.

## KEY ACCOMPLISHMENTS

- Designed a utility provider's revenue protection platform, recovering $250K annually in lost revenue.
- Increased sales pursuits by 50% through scalable, multi-brand design strategies.
- Led ERP digital transformation projects for facilities management clients, improving operational workflows.
- Reimagined enterprise casino mobile app design, streamlining onboarding and boosting user retention.

## ADDITIONAL INFORMATION

- Familiarity with methodologies such as Agile, Design Thinking, and Lean UX.
- Advocate for accessibility and inclusive design principles.
- Proven ability to translate business vision into user-centered digital solutions.