

Joey Walsh

Product Designer

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Skills

Tools

Figma, Sketch,
Adobe XD, Illustrator,
Photoshop, Principle,
Protopie, Procreate,
Adobe Creative Suite,
After Effects, Cinema 4D,
Octane, Arnold, Spline,
Webflow

Design

Product Design,
User Experience Design,
User Interface Design,
Visual Design,
Gamification,
Web Design,
Mobile Design,
Wireframing,
Prototyping,
Design Systems,
Motion Graphics,
3D Design,
Interaction Design,
Design Strategy,
Information Architecture

Research

Usability Testing,
Survey Design,
Field User Research

Experience

Stocktwits | Product Designer

New York City, NY Jun 2023 - Present

- Contributed to or led redesigns across Stocktwits' core product surfaces (within platform confinement's) — including onboarding, symbol pages, trending tickers, and broader site UI
- Rebuilt the design system into a code-first library in GitHub, componentizing the interface and tokenizing design foundations so system naming and usage matched production 1:1 for easier dev/engineering reference.
- Drove new feature work from early concept through final QA and launch, including the rollout of Live Earnings Calls and other key product experiences across the platform.
- Improved the day-to-day workflow between design and engineering by creating a more implementation-ready system, reducing confusion in Figma, and making shipped UI more consistent and scalable.

Scout | Founding Designer

Las Vegas, NV Dec 2022 - June 2023

- Conceptualized and designed initial product, website and marketing materials
- Leading all UX/UI efforts from wire framing to engineering handoff
- Built & maintained design system from scratch to scale for desktop and mobile
- Led user feedback sessions to help understand how AI can be designed into existing sales pipelines and workflows

Odyssey | Senior Product Designer

Las Vegas, NV Oct 2021 - Aug 2022

- Wire-framed, prototyped and delivered all views for iOS & Android to stakeholders & engineering team
- Created all marketing assets: 2D/3D animations, website, influencer campaign content
- Led user research discussions with internet creators to identify pain points and revenue streams

Re2.ai | Product Designer (Contract)

Los Angeles, CA Jun 2021 - Oct 2021

- Documented & led UX research discussions with customer base to identify pain points and design new features
- Revamped UI to make main CTA's more obvious leading to a 350+% increase in the core functions of the platform being used daily

Welcome | Product Designer

San Francisco, CA Mar 2020 - Feb 2021

- Designed 250+ internal CMS Admin views from wireframe to engineering handoff
- Conducted and led dozens of user interviews for user research and product feedback
- Designed 3D illustrations and animations for landing page material, marketing content and email callouts

Commons | Digital Product Designer (Contract)

San Francisco, CA Dec 2020 - April 2021

- Helped with design strategy and revamped the platform UX which resulted in a lightweight, walkie-talkie style communication medium. It was used by teams at Google, Lyft, Snapchat, etc and was bought out by Pulse which was acquired by Mozilla.

Presearch | Freelance Web Designer (Contract)

Remote - Dec 2019 - Present

- Designed a high-converting landing page (43% conversion rate) to get users aware of the new keyword staking functionality. Presearch saw over half of their token supply staked within two days.
- Created motion graphics and 3D illustrations for marketing material
- Created over 100+ visuals for homepage ad takeovers

Education

Northwood University

Bachelor of | Innovation Marketing & Management

Midland, MI Aug 2015 - May 2019

- Studied psychology of consumer behavior; fundamentals of strategy, marketing, and venture management