Joe Wahrhaftig

PRODUCT DESIGNER

OBJECTIVE

An exciting position as a lead / managing product designer, UX designer or UX researcher.

CONTACT

510-435-1535

joe.wahrhaftig@gmail.com

Portfolio: www.joew.design

EDUCATION

GRADUATE COURSEWORK

Interface Design and
Virtual Reality Technology
University of Washington

BACHELOR'S DEGREE

Cognitive Psychology and
Computer Science courses
UC Berkeley

SKILLS

Product Design
UI/UX (Desktop + Mobile)
User Research and Testing
Project Management
User Centered Design
Agile + Scrum Methods
Lean UX

DELIVERABLES

Interactive prototypes
Lo-fi and Hi-fi mockups
Wireframes
Sitemaps
Flow diagrams
Personas
Journey maps

WORK OVERVIEW

- Product, UX and visual designer with fifteen years of experience in B2B, Enterprise, SAAS and VR.

- Experience leading teams of developers, designers and other stakeholders. Experience mentoring junior designers.

- Conducted research, acting on test findings to optimize design for MVP and subsequent releases.

- Project domains have included: fintech, e-commerce, network technology, health, entertainment, and virtual reality (VR), design.

- Soft skills: leading workshops, acting as project's point of contact for partners at all levels inside and outside of an organization.

WORK EXPERIENCE

PRODUCT DESIGNER   2024 – 2025

Amazon, Sunnyvale, California

Worked on UI designs for TV hardware in Amazon's R&D division, "Lab 126."

Deliverables: Design analysis, usability testing, animation for tutorial videos. Designed collateral for Marketing team.

PRODUCT DESIGNER   2023 – 2024

Facebook / Meta, Menlo Park, California

Designed internal applications for Facebook / Meta's Financial Services Division using Figma while leveraging design systems.

Deliverables: UX Research, data driven interaction mockups for Management and Dev teams.

TOOLS

Figma
Sketch
Adobe Creative Suite
Zeplin
Principle
Axure
Miro
HTML5 / CSS

ARTICLES

"Fly - Evaluation of a 3D Flight Simulator"

"Head Mounted Display Survey"

"Using Head Mounted Displays to Treat Patients with Macular Degeneration."

CGSD Corporation

GRANTS

$500K grant from the US Navy to engage in work on 3D disaster simulations.

University of Washington

WORK EXPERIENCE (Continued)

UX MANAGER / LEAD PRODUCT DESIGNER   2020 – 2022

Openprise, San Mateo, California

Openprise's suite enables Salesforce professionals to drill into their data and leverage it in sophisticated ways without code, saving both time and spend.

Working with Product, Management, Marketing, Dev and other teams, applied Lean UX approach to **rapidly design new features in the app** including bot tools, list loading, table / grid designs, data visualization and analytics suite. Pain points from customers were logged in Jira.

UX deliverables aided in obtaining $25MM of funding for Series B round.

LEAD PRODUCT / UX DESIGNER /   2012 – PRESENT
MANAGER / RESEARCHER

San Francisco Bay Area

Clients: McCann-Erickson (Agency), AssetMark, Equinix, Gallo Wines, Genentech, Microsoft, Williams-Sonoma, United States Army, Visa, and others.

Designed apps for: fintech, e-commerce, advertising campaigns, mobile gaming, and viral videos.

Deliverables: Requirements gathering, user interviews, personas and their distribution to teams, journey maps, mockups, finalized designs based on test data, and handoff of design, code, and functional specs to dev teams.

LEAD UX DESIGNER / PRODUCT MANAGER   2009 - 2011

Citrix / Bytemobile, Santa Clara, California

Developed the UX and visual design for a **mobile app toolbar** used in **millions** of feature phones worldwide. Toolbar let users browse weather, news, stocks, and web in general. Designed UX for toolbar's developer app.

Led **distributed teams** in development of a **network intelligence dashboard**. Dashboard provided AT&T, and Verizon and others with bird's-eye view of user activity on their respective telecom networks. Mentored junior designers on project.

Dashboard saved $1.3MM in engineering spend in first year.

Deliverables: Interviews, personas, interactive mockups for user testing, handoff of feature specifications and code to the development team.