

Joe Siconolfi

SF Bay Area / Remote

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I'm Joe, with over 13 years of experience in product design within the AI, technology, and digital entertainment sectors. I focus on crafting innovative solutions that enhance product experiences both emotionally and practically, all with a dash of magic. Specializing in a user-first approach, I tackle complex challenges to drive growth and create solutions that truly resonate with users.

Career experience:

2023 – Present Leading Product & Design at Channel AI

- *Integrating AI with Empathy:* Directing product strategy and design efforts to merge AI with empathy, creating intuitive and user-centric digital experiences.
- *Product Design Excellence:* Leveraging open-source AI technologies to foster innovative product designs, enhancing creativity and accessibility in user experiences.

2022 – 2023 Product + Design Lead at Mushroom

- *Pioneered LLM-Powered App Design:* Guided a diverse design team in developing an app driven by Large Language Models (LLM), setting new benchmarks in AI-enabled communication.
- *Championed Product Innovation:* Spearheaded collaboration and experimentation within the design team, elevating the app to a leading position within its category through innovative design strategies.

2020 – 2022 Head of Product Design at Statespace

- *Elevated Platform Experience:* Led the enhancement of user experience across PC, VR, Roblox, and mobile, increasing daily active users to over 750k through innovative design strategies.
- *Innovation Through AI:* Integrated neural interfaces with AI-powered training platforms, enhancing user engagement and setting new standards for innovative product development.
- *Achieved Exponential Growth:* Expanded the user base from 100K to over 30 million and grew the design team to 12

members, reflecting strong leadership in scaling operations and fostering a culture of excellence.

- *Enhanced User Engagement:* Strategically increased gameplay engagement by 50%, demonstrating effective design leadership and impact on the gaming and esports sectors.

2019 – 2020

Product Design Lead at Statespace

- *Innovated Gaming/Esports Training Platforms:* Directed the design of AI-driven platforms, blending neuroscience with user-centric principles to enhance gaming/esports training.
- *Crafted Adaptive Interfaces:* Lead designer for adaptive UX/UI, merging neuroscience with gaming through interactive learning algorithms on a gamified training platform, focusing on neural data processing.

2015 – 2019

Product Design Lead at Logic

- *Streamlined Design-to-Development:* Managed the full design process, boosting conversion rates and refining workflows between design and development phases.
- *Innovated with A/B Testing:* Implemented A/B testing frameworks, enhancing decision-making and design effectiveness.
- *Standardized Visual Identity:* Developed a design handbook and system, creating a unified visual standard across projects.

Education:

2009 – 2011

Business Management, Masters

Full Sail University, Winter Park, FL

2006 – 2009

Digital Arts & Design, Bachelor's

Full Sail University, Winter Park, FL

Skills:

Expertise in Product Strategy & Design, Leadership & People Management, Collaborative Vision & Execution, User Experience & Interaction Design, Strategic Planning & Analytics, Product Management, Product Strategy, AI Integration & Innovation, Data-Driven Decision Making, Creative Problem-Solving, Effective Communication & Stakeholder Engagement