

Joe

Siconolfi

SF Bay Area / Remote

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With over 13 years of experience in startups, AI, and digital innovation, I specialize in building human-centered products that align user needs with business objectives. I thrive in fast-paced environments, leading cross-functional teams, driving product strategy, and delivering impactful solutions that create value and foster innovation.

Career experience:

2023 - Present

Product Lead at Channel AI

- Define and execute the end-to-end product & UX strategy, delivering AI-powered solutions that personalize and enhance the user experience for millions.
- Drive product vision and roadmaps, prioritizing features based on user needs, business goals, and technical feasibility.
- Analyze product performance and user feedback to iterate and optimize features, fostering continuous improvement and growth.
- Collaborate cross-functionally with design, engineering, marketing, and AI researchers to align product development with company objectives.

2022 - 2023

Product at Mushroom

- Directed the development and delivery of LLM-powered communication platforms, ensuring alignment with business objectives and user needs.
- Oversaw cross-functional collaboration stakeholders, and leadership to integrate design, technology, and content strategies into cohesive product solutions.
- Managed multiple project workflows, prioritizing tasks and ensuring timely delivery while maintaining high standards of quality and innovation.
- Established and enforced consistent frameworks across platforms, enhancing usability and scalability of the product suite.

2019 - 2022

Product at Statespace

- Defined and launched an AI-driven training platform powered by neuroscientific principles, delivering adaptive and personalized solutions that significantly improved user engagement and training outcomes.
- Spearheaded the global expansion of the user base to over 30 million by aligning product strategy with market opportunities and scaling a high-performing team to 12.

- Partnered with designers, engineers, data scientists, and neuroscience researchers to align innovative product features with goals, delivering personalized solutions with measurable impact.

2015 - 2019 Design Engineer at Logic

- Designed and implemented scalable front-end systems for fintech platforms, enhancing user experience and optimizing performance.
- Developed cohesive design systems and reusable components, maintaining visual consistency across projects.
- Partnered with data teams to refine design elements through iterative testing, driving user engagement and satisfaction.

2014 - 2015 UX at MTV

- Led UX redesigns for key projects, including interactive voting experiences, increasing user engagement by 55%.
- Conducted user research and developed strategies that streamlined workflows and improved usability across digital platforms.
- Art directed visual elements for editorial platforms, optimizing design for clarity and efficiency.

2011 - 2014 Interaction Design Engineer at Spongecell

- Led interaction design engineering for enterprise platforms, enhancing usability and creating visually compelling interfaces.
- Designed solutions for large-scale advertising clients, delivering high-quality results on tight timelines.

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:

Product & Strategy:

Empathy-driven approaches to uncover user needs, leveraging user testing and iterative processes to inform product roadmaps and feature prioritization.

Technical Collaboration:

Deep understanding of scalable systems, rapid prototyping, and front-end technologies (React, Node, Swift, Next.js, CSS, HTML, Tailwind, Vercel) to bridge the gap between cross functional teams.