

Joe

Siconolfi

SF Bay Area / Remote

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I build scalable, high-performing experiences that blend design and engineering. With expertise in front-end architecture and interactive systems, I craft modular UI components that enhance usability, accessibility, and adaptability. From AI-driven interfaces to dynamic training tools and fintech platforms, I solve complex problems with creativity and precision, all with a dash of magic ✨

Career experience:

2023 – Present

Product Design Engineer at Channel AI

Tech Stack: TypeScript, React, Tailwind, Next.js

- Lead the end-to-end design and front-end development of AI-powered user experiences, ensuring performance, accessibility, and adaptability across mobile, desktop, and web platforms.
- Bridge design and engineering by developing scalable UI systems, interactive components, and AI-driven personalization that enhance usability and engagement.
- Collaborate cross-functionally to align design vision with technical feasibility, leveraging rapid prototyping and real-time data to optimize user interactions.
- Drive innovation at the intersection of AI, design, and engineering, creating dynamic, responsive experiences that evolve with user behavior.

2022 – 2023

Product Design Engineer at Mushroom

Tech Stack: TypeScript, React, Tailwind CSS, Next.js

- Led the design and front-end development of AI-driven conversational experiences, integrating LLMs and voice AI to create dynamic, interactive interfaces across mobile, desktop, and web.
- Developed and implemented scalable UI systems for AI-powered creator avatars, ensuring real-time responsiveness, accessibility, and seamless user interactions.
- Optimized conversational UI/UX through rapid prototyping and iterative testing, refining NLP and voice synthesis features for more natural engagement.
- Established a cohesive design engineering framework to unify AI-driven interactions, enhancing usability, performance, and scalability across platforms.

2019 – 2022

Product Design at Statespace

- Design lead in creating cross-platform, AI-powered dynamic training experiences for over 30 million users.

- Shaped end-to-end product experiences by leveraging neuroscience research and data insights to craft engaging, intuitive workflows.
- Collaborated with engineers, data scientists, and AI researchers to align product goals with user-centered design, driving measurable improvements in engagement and retention.
- Defined and maintained a scalable visual language, ensuring cohesive design across enterprise and consumer-facing products.

2015 – 2019

Design Engineer at Logic

Tech Stack: TypeScript, React, AngularJS, Bootstrap, Sass, Magneto

- 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 Engineer at MTV

Tech Stack: JS, jQuery, AngularJS, Backbone, Bootstrap, Sass

- Led UX engineering for key projects, including interactive voting experiences and MTV news editorial platforms.
- Conducted design research and developed strategies that streamlined workflows and improved usability across digital platforms.
- Created and maintained visual elements for editorial platforms, optimizing development for clarity and efficiency.

2010 – 2014

Early Career:

Tech Stack: JS, jQuery, AS3, HTML5, CSS3, Sass, Backbone

- ***Interaction Engineer at Spongecell:*** Enhanced and developed enterprise advertising platforms and interfaces.
- ***Design Engineer at Progressive Communication:*** Worked to solve complex communication problems through design, creativity, and development.
- ***Jr Design Engineer at Max Q Designs:*** Designed and developed web experiences for a wide range of clients.

Education:

2009 – 2011

Master of Business Administration

Full Sail University, Winter Park, FL

2006 – 2009

Bachelor of Computer Science

Full Sail University, Winter Park, FL