

Joe Siconolfi

SF Bay Area / Remote

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About:

Hi! 🙋 I'm Joe and I'm a digital cosmonaut 🚀, AI futurist 🤖 and design maestro 🎨 with a passion for UX 🔍, visual craftsmanship 🖌️, and product innovation 🚀. My design philosophy is grounded in a user-first approach, and driven by a fervent desire to craft exceptional products that not only solve problems but also inspire and enchant the world ✨

Career experience:

2022 – Present Head of Design at Mushroom

Through visionary leadership and a keen understanding of AI LLM technologies, I've propelled Mushroom's platform, its user experience, and product suite to next-gen frontiers.

- Developed Mycelia, a pioneering design system that serves as the cornerstone of Mushroom's design endeavors, ensuring unparalleled uniformity, effectiveness, and scalability across all products and user experiences.
- Pioneered advancements in product design, optimizing AI-driven interactions specifically for an LLM-based chat app, redefining standards and user engagement in the AI landscape.

2020 – 2022 Head of Design/Creative at Statespace

Directed and oversaw Statespace/Aim Lab's full creative spectrum, from art to product development, including visual, UI/UX designs for offerings such as Aim Lab, AimBlox (a Roblox Game), Playerbase, and ProGuides. Prioritized advancing AI-driven training platforms through innovative product design

- Achieved a remarkable increase in the player base, scaling it from 100,000 players to an impressive 26 million.
- Effectively managed and expanded the design team from a solitary member to a team of 12 full-time professionals, comprising designers and user experience researchers, and experts (UXR, UXC).

- Championed the launch of multifaceted platforms, from VR/AR to console gaming, PC, Roblox, Steam integrations, and web utilities. Emphasized evolving AI-driven training platforms through progressive product design.
- Directed creative initiatives for notable IP partnerships, collaborating with esteemed entities such as Riot Games (Valorant, Arcane, and League of Legends), Rainbow Six Siege, and Call of Duty.
- Implemented strategic UI and product updates, resulting in a significant improvement in overall gameplay engagement, boosting average time spent in-game by an impressive 50%, elevating it from 14 to 28 minutes per play session.

2019 – 2020

Product Design Lead at Statespace

Advanced AI-driven training platforms in the gaming/esports domain through innovative product design, boosting user enthusiasm and immersion. This simultaneously forged a groundbreaking product category defined by elite design and experience.

- Revolutionized AI-driven training platforms through superior UI designs, elevating daily and monthly active user engagement.
- Pioneered a standout player card system, enhancing interaction across events and capturing immense user attention.
- Launched a cohesive design system, which optimized workflows, expediting project delivery and magnifying team productivity.

2015 – 2019

Product Design Lead at Logic

Served as the principal design authority for an extensive array of projects, encompassing visual design, interactive design, UI/UX, and digital product design, with a strong focus on crafting exceptional eCommerce web and product experiences.

- Achieved a noteworthy enhancement in the overall conversion rate of projects, elevating it from 2% to an impressive 4%, achieved through the implementation of refined UX practices and methodologies.
- Assumed leadership of the comprehensive design process, seamlessly guiding the entire journey from ideation to the successful launch of the live product, ensuring a cohesive and impactful outcome.
- Supervised the development of essential design systems, fostering improved translation and accelerated progress from design to development handoffs, enabling greater efficiency and seamlessness throughout the entire production cycle.

2015 – 2015

Sr UX Designer at MTV(Contract)

Devoted efforts towards enhancing the comprehensive MTV experience across all digital product offerings, employing astute design strategies and user research to drive user engagement and satisfaction.

- Revamped the VMA voting experience, resulting in a notable 17% surge in voting submissions (equivalent to an impressive increase of 2 million votes), following the implementation of a comprehensive redesign.
- Pioneered the development of an innovative editorial tools platform, streamlining the process of article content creation for the esteemed MTV editorial news team, ultimately fostering increased efficiency and productivity.

2011 – 2015

Sr Interactive Designer at Spongecell

Dedicated efforts towards the conception and sustenance of highly successful digital advertising campaigns, employing adept creative direction, impactful interactive strategies, exceptional UI/UX design, and fostering outstanding client relationships.

- Led the comprehensive UX design approach for the launch of a cutting-edge web-based ad creation platform, following the transition away from Flash technology, ensuring an optimized user experience and driving superior campaign outcomes.
- Assumed responsibility for the supervision and management of a proficient team, comprising one mid-level designer and two junior designers, ensuring seamless coordination, effective project execution, and the attainment of exceptional design standards.

Education

2009 – 2011

Business Management, Masters

Full Sail University

2006 – 2009

Digital Arts & Design, Bachelor's

Full Sail University