

Joe Wahrhaftig

Product / UX / Visual Designer

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Objective

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

Experience

Amazon Lab 126 - Product Designer

Sunnyvale, CA | 2024 - 2025

- Designed UI for TV hardware.
- Produced animated tutorials for onboarding.

Meta (Facebook) - Product Designer

Menlo Park, CA | 2023 - 2024

- Designed UI for fintech reports dashboard that leveraged Meta design system.
- Worked with teams in product and engineering to build out

Openprise - Lead Product Designer

San Mateo, CA | 2020 - 2022

- Led UX for Salesforce focused RevOps platform including dashboards, bot tools, list loading and analytics suite.
- Applied Lean UX to validate features rapidly with Product and Engineering.
- UX deliverables directly supported \$25M Series B funding.

Consulting Lead Product Designer

San Francisco Bay Area | 2012 - Present

- I build user-centered designs, to deliver engaging products that drive business growth.
- Domains have included: fintech, video on demand, mobile gaming, health, retail, advertising, information kiosks, SAAS, B2B, and B2C.
- Clients: Microsoft, Visa Card, Williams-Sonoma, Equinix, E&J Gallo, and more.
- Project manager for design initiatives Scheduled deliverables, acted as liaison to Engineering, Product and Design teams.

Citrix / Bytemobile Principal Designer

Santa Clara, CA | 2009 - 2012

- Directed design of telecom dashboards used by AT&T, Verizon and other global providers. Tool provided executives with a bird's-eye view of network intelligence, saving \$1.3M in year one.
- Developed toolbar UX for app deployed to millions of phones.
- Managed product lifecycle from requirements to design handoff and QA.
- Mentored junior designers on visual design and interaction guidelines.
- Worked closely with developers to guide them on the look and feel of products, particularly IDEs.

Summary

Product & UX designer with 15+ years delivering enterprise SaaS, fintech, B2B, B2C, and VR solutions. Proven leader, mentor of designers, driving measurable impact (\$25M funding secured, \$1.3M engineering savings).

Core Skills & Tools

Design:

Figma, Adobe Creative Suite, Tableau, CSS, Zeplin, Miro.

AI:

Figma Make, UIZard, ChatGPT, Claude

Methods:

User Centered Design, Research, Design Systems, LeanUX, Agile / Scrum A/B Testing, Accessibility (WCAG)

Education

B.A., Psychology & Computer Science Coursework
- UC Berkeley

Graduate Studies, Interface Design and VR
- University of Washington

Achievements & Publications

Awards:

\$500K US Navy grant for VR disaster simulation research

Articles:

"Fly - A 3D Flight Simulator"

"Head Mounted Display Survey"

"Using Head Mounted Displays to Treat Macular Degeneration"