

JOEL HEATON

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UX Designer | Product Designer

Strategic UX leader who thrives in user experience methodologies, understands the product management lifecycle, and fosters team collaboration. I excel at discovering and translating user needs, defining products and features, managing complex design libraries and prototypes, and building strong relationships with stakeholders, engineers, and users.

EDUCATION & CERTIFICATIONS

B.A. in Liberal Arts/Fine Arts – Graphic Design, Art, Illustration & Photography - Adobe 88 - Bradford College, MA (1992)

UX Design Certification - UI/UX Transitions Certificate Program – Boulder Digital Arts (2014)

Adobe and Creative Cloud Training, AdobeXD - Adobe (2022)

Figma Advanced Training - AGI, American Graphics Institute (2024)

EXPERIENCE

CommScope Inc, Hickory, NC

April 2021 – Present

Principal UX Design, Sr. Staff Engineer

- Led UX product design for *ServAssure NXT* platform and portfolio, which monitors data networks and internet infrastructure (passive optical and cable networks).
- Enabled field and plant technicians to optimize and manage network hardware and performance.
- Built and scaled design system from scratch in Figma based on Angular Material. Ensured consistency across ecosystem.
- Led user research initiatives, interviewing service technicians, plant managers, and executives to shape data-driven UX decisions.
- Partnered with product and engineering to define product vision, validate personas, use cases, establish consistent user workflows.
- Advocated for UX best practices, usability testing, accessibility standards across cross-functional product teams.
- Served as an integral player who designed and presented bi-monthly prototype demos to the department, helping launch enterprise-level applications for mobile, desktop, and progressive web platforms.

Directv, Bothell, WA (KFORCE)

April 2021 - April 2022

Senior UX Designer

- Developed scalable Figma and Adobe component libraries for React Material-UI, streamlining prototyping for UX designers.
- Launched deployment of AdobeXD and Creative Cloud "Collaborate" for a 37-member UX team at Directv. Organized training, managed accounts, user preferences for enterprise users of AdobeXD and Adobe CC. Designers, product owners, producers, content writers, researchers and stakeholders. Liaison to Adobe and Directv team. Mentorship, training, and demos. Budgeting.
- Enhanced Directv business and commercial applications with prototypes, components and visual improvements.
- Presented prototypes and workflows for AT&T and DirecTV™ digital platforms.

ScienceLogic, Reston, VA

September 2020 - April 2021

Senior UX Designer

- Collaborated on 6 person UX team for cross product ScienceLogic SAAS network monitoring ecosystem.
- Design for AI-driven IT monitoring solutions (Control Tower), ensuring seamless user experiences for Fortune 500 clients.
- Created and managed Sketch and Adobe XD, design libraries, streamlining prototyping and development handoffs.
- Built scalable responsive components for designers and prototype delivery to developers
- Worked closely with product managers and engineers, refining designs through iterative testing and validation.

DCP Midstream, Denver, CO

April 2018 - April 2020

Lead UX Designer

- Established UX processes, led research and usability testing, traveled to remote midstream plants and oil fields for collaboration with field and plant users for desktop and mobile prototypes and applications.

- Went from Senior Designer to Lead Designer by managing stakeholder engagement and aligning Lean UX strategy with product pilot and launch. Became shepherd for product, engineering and users. Eve Mobile App (Environmental Events) pilot. Managed research, interviews, prototypes, usability testing, product consistency and designs for components.
- Built and organized UX team design library in Angular Material design system in AdobeXD for enterprise applications, enhancing operational efficiency across the oil and gas industry and multi product portfolio.
- Spearheaded adoption of Material Design by engineering teams, initiating Storybook to standardize UI components for modularization across multiple teams and products.
- Evangelized and formed relationships by creating user groups for multiple teams and products. Gas controllers, field operators, plant managers, noc users, leak specialists, environmental specialists and engineers to study, perform tests and overall research.

Equus Software, Denver, CO

October 2016 - March 2018

Senior UX Designer

- Led UX initiatives for enterprise SaaS applications *Equus Connect (Employee Portal)*, *AssignmentPro*
- Facilitated Google Design Sprints and Lean UX practices with designers, product owners, developers, sales, business analysts and C-level participants.
- Designed for and helped launch Material progressive web applications for global workforce mobility solutions.
- Built and maintained design systems in AdobeXD and vetted prototypes, user flows.

Sogeti USA (Capgemini), Denver, CO

March 2016 - October 2016

Senior UX Consultant

- Led UX engagements for Fortune 50 clients, delivering research-backed design solutions for healthcare, financial and HR clients.
- Estimated and helped to secure engagements for fortune 50 clients and the projects I led.
- Developed personas, flows, wireframes, and prototypes to optimize usability and user adoption. Envision HealthCare - physician scheduling APP, MedAssets - service line analytics.

Previous Experience with Covidien

April 2010 – October 2010 – Contract Animator at Covidien, Boulder. Medical animations for eLearning modules. Modules for clinicians, sales reps, doctors, medical manuals and SMEs. Lungs, heart, respiratory, EEG, ventilators, heart rate monitors, pulse oximeters, fluid dynamics, medical equipment, infectious diseases. Adobe CS 5

December 2011 – March 2012 – Graphic Designer at Covidien, Boulder. MarComm with Marta Newhart & Vikki Johnson Mann. Surgical devices worldwide. EBD. Designed manuals for medical procedures, surgical devices, engineering, photography, web design and high-end die cut marketing pieces for Covidien Global.

LEADERSHIP & STRATEGY

UX Team Leadership: Experience mentoring and scaling UX teams, fostering collaborative design cultures and sharing of methodologies and skillsets.

Design Systems: Built, managed and evangelized scalable Figma, Adobe XD, Sketch, Storybook and Adobe CC libraries.

Cross-Functional Collaboration: Partnered with executives, engineers, and product teams to align UX strategy with business goals for multiple teams and products for several industries and enterprise operations. Design workshops, Mural, Miro, Figjam.

User-Centered Design: Deep expertise in usability research, stakeholder, client and user relations. Design thinking methodologies, Taylorism, Lean Manufacturing, Henry Dreyfuss, Buckminster Fuller, Cooperative and Participatory design, Donald Norman, Jeff Gothelf, Jake Knapp.

TOOLS & SKILLS

Design & Prototyping: Figma, Adobe XD, Sketch, InVision, Storybook

Development & Frameworks: Material Design, Angular Material, React, HTML/CSS, Artificial intelligence methods, discovery of computer learning needs, IOT.

Research & Testing: User interviews, usability testing, A/B Testing, accessibility (WCAG, W3C standards)

Leadership & UX Methodologies: UX strategy, UCD, design sprints, *Google Design Sprint*, *Lean UX*, personas, user flows, storyboards, user story, Jira, Agile, storytelling, sketches, wireframes, mentoring, stakeholder engagement. Voice of user. Ear of empathy.