

JOEL HEATON

Senior Product Designer | UX Leadership | Design Systems | AI-Native Workflows
iamdesigns@comcast.net | (413) 210-6378 | joelheaton.com

PROFESSIONAL SUMMARY

Senior Product and UX Designer who owns the full design lifecycle, research through developer handoff, often as the sole designer embedded directly inside engineering teams across complex, regulated, and technical domains: telecom infrastructure, energy pipelines, IT operations, and global enterprise SaaS. Skilled in information architecture, interaction design, user flows, and visual design, with a confirmed track record of A/B testing and data-informed design iteration across five separate engagements. Builds design systems and token specifications that hold up under real engineering implementation, with hands-on accessibility practice, contrast ratios, type, interaction layering, learned directly alongside accessibility experts and applied at brand/compliance scale. Translates backend logic and AI-driven signals into interfaces operators can act on with confidence. Uses Claude daily as a core part of the design workflow. MIT xPRO certified in Designing and Building AI Products and Services, with Exemplary distinction.

CORE COMPETENCIES

- Information Architecture, Interaction Design, and User Flows
- Figma Expert: Component Libraries, Design System Artifacts, Rapid Prototyping
- Data-Informed Design Iteration and Usability Comparison Testing
- Cross-Functional Collaboration: Product, Engineering, and Research Partnership
- Stakeholder Alignment, Design Critiques, and Structured Peer Feedback
- Accessibility: Contrast Ratios, Type, Interaction Layering, WCAG Compliance
- AI-Native Design Practice: Claude, Figma Make, LLM-Assisted Workflows
- Certified in UX and UCD Methodologies
- Complex Workflows and Requirements Targeting Across Regulated and Technical Domains

PROFESSIONAL EXPERIENCE

Principal UX Designer / Sr. Staff Engineer | CommScope Inc. | Hickory, NC (Remote)

April 2022 – January 2026

ServAssure NXT, Field Pro & FBC — Network Assurance Platforms

Owned end-to-end UX and UI design for ServAssure NXT, CommScope's PON (Passive Optical Network) assurance platform, across a global client portfolio. Built and maintained a Figma component library and design system reused across CommScope's Access Network Solutions (ANS) product line. A/B tested two visual hierarchy approaches for alarm and network element relationships with Plant Maintenance Technicians, validating that hierarchy needed to preserve context through escalation handoffs. Also led design for Field Pro and FBC, partnering directly with backend engineers to translate AI/ML detection logic into UI patterns that preserved technician trust.

Senior UX Designer | DirecTV (via KFORCE) | Bothell, WA (Remote)

April 2021 – April 2022

Design System & Component Library

Hired specifically to lead, rebuild, and standardize DirecTV's design system framework for a 37-member UX team. Built component libraries with tokens and specifications that held true when deployed into engineering's React repositories, coordinated the shared library across consumer (B2C) and business (B2B) applications. Accessibility was deeply ingrained and mandated given AT&T/DirecTV's high-profile, omni-channel web presence, applying compliance-driven accessibility standards at brand scale across every surface.

Senior UX Designer | ScienceLogic | Reston, VA (Remote)

September 2020 – April 2021

PowerFlow Cockpit (Control Tower) — IT Operations Monitoring Dashboard

Owned UX design for a human-in-the-loop monitoring dashboard for ScienceLogic's SL1 automation platform, serving Fortune 500 IT operations. Ran 8 stakeholder interviews uncovering two personas with conflicting needs, the CIO (cost justification, ROI) and the IT Pro (root cause, MTTR), directly informing the information architecture. Designed wireframes and mockups defining user flows and interaction models, and created an explanatory analogy to align non-technical stakeholders on the product architecture.

Lead UX Designer | DCP Midstream | Denver, CO

April 2018 – April 2020

OneSight Task Reports / Piggings Logs

Led UX research and design for an enhancement giving Gas Controllers and ICC staff visibility into pipeline piggings operations. Ran 8 user interviews, synthesized through affinity mapping and card sorting, and validated the preferred notification channel through direct comparison testing: 7 of 8 users confirmed text via mobile device. Designed a persona model capturing the Gas Controller's fragmented information reality, then delivered consistent labeling, redesigned information architecture, and a modernized table layout. Worked directly with accessibility experts to learn and apply contrast ratio testing, type and button sizing, and interaction layering, designing notifications and guidance to feel intuitive rather than over-specified.

Eve Mobile App — Environmental Events Reporting

Owned the end-to-end UX for a field-reporting application as the sole designer across six states (TX, CO, NM, KS, OK, LA). Conducted in-field contextual research with gas controllers and environmental engineers, then redesigned the interaction model after discovering operators needed to report while managing active situations, often with gloves on, in direct sunlight, with intermittent signal. Replaced a complex reporting flow with a map-first, offline-first interface. Promoted from Senior UX Designer to Lead UX Designer based on demonstrated stakeholder alignment and cross-functional leadership.

Senior UX Designer | Equus Software | Denver, CO

October 2016 – March 2018

AssignmentPro (Equus Connect) — Global Workforce Relocation Platform

Served as Equus Software's first UX designer, leading a 30-day discovery phase (21 interviews) followed by 18 months of monthly design sprints. A/B tested an animated masonry card layout against an accordion-based progressive-disclosure model, with 10 of 13 users preferring the sequential approach, and separately A/B tested a global broadcast messaging model against a context-targeted model, validating that the targeted model better matched how global mobility teams worked. Built a modular design system template letting features scale without a full redesign.

Senior UX Consultant | Sogeti USA (Capgemini) | Denver, CO

March 2016 – October 2016

EMtime, Kelley Services & MedAssets/Vizient — Multi-Client UX Consulting

Built a repeatable UX research methodology to pitch and scope UX engagements directly to C-suite stakeholders at Fortune 50 clients, then personally led discovery, design, and developer handoff for each. Designed EMtime, a mobile scheduling app for physicians at Envision Healthcare/AmSurg, and one of the first EEOE-compliant e-recruit flows for Kelley Services. For MedAssets' Service Line Analytics application, A/B tested two prototype versions with procedure auditors and led usability testing and heuristic-based interface review.

EDUCATION & CERTIFICATIONS

MIT xPRO Executive Certificate — Designing and Building AI Products and Services (Completed May 2026) — 3× Exemplary Assignment Badge Recipient

Capstone: Earth Steward, an AI-powered geospatial app built using Figma, React, Mapbox, SAM3, Roboflow, and Claude. Used Claude Code and MCP to orchestrate the design brief, component library, prototypes, and repository into one coordinated workflow.

Also: Figma Advanced Training (AGI) — UX Design Certification (Boulder Digital Arts) — B.A. Liberal Arts/Fine Arts (Bradford College, MA)

TOOLS & TECHNOLOGIES

Design & Dev: Figma (Advanced), Figma Make, Adobe XD, Sketch, Storybook, Angular Material, React, GitHub

AI & Research: Claude (API and Code), SAM3, Roboflow, Mapbox, usability testing, WCAG/W3C, Lean UX, Jira, Confluence