

JOEL HEATON

UX Designer | Product Designer

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PROFESSIONAL SUMMARY

Principal AI & UX Designer with 10+ years of experience auditing and scaling complex enterprise SaaS platforms across network monitoring, energy, and healthcare sectors. Currently completing an **MIT xPRO Executive Certificate in AI Products and Services (May 2026)**, specializing in human-centered AI orchestration, predictive analytics, and balancing automated system behaviors with user trust. Proven track record in **Product Discovery, leading cross-functional workshops to translate complex AI/ML capabilities into intuitive, high-adoption enterprise solutions.**

CORE COMPETENCIES

<ul style="list-style-type: none">AI/ML Interaction Design & Prompting	<ul style="list-style-type: none">Interviews, User, Stakeholder and SME Relationships	<ul style="list-style-type: none">Claude Code, Deepseek, Gemini
<ul style="list-style-type: none">Product Discovery & Hypothesis Validation	<ul style="list-style-type: none">User Flows, Journey Mapping, Storyboards	<ul style="list-style-type: none">Figma, Design Libraries
<ul style="list-style-type: none">Human-AI Trust & Ethical Design	<ul style="list-style-type: none">Competitive Analysis	<ul style="list-style-type: none">Lean UX, UCD, Design Sprint Methodologies

PROFESSIONAL EXPERIENCE

Principal UX Designer / Sr. Staff Engineer

April 2022 – January 2026

CommScope Inc. | Hickory, NC (Remote)

Led end-to-end UX design and system analysis for the ServAssure NXT platform — an enterprise SaaS ecosystem monitoring passive optical and cable network infrastructure.

- Lead end-to-end UX strategy for the ServAssure NXT platform, leveraging **predictive AI modeling** to identify network gaps and automate complex maintenance workflows for enterprise clients.
- Documented workflows, user interfaces, data models, and integration touchpoints to support product roadmap planning and system improvement recommendations.
- Led structured user research — interviewing field technicians, plant managers, and executives — translating findings into personas, use cases, and design recommendations.
- Collaborate with backend engineers to translate **AI/ML API capabilities** into intuitive UI patterns, ensuring technical transparency and user trust in automated network alerts.
- Built and maintained a comprehensive Figma design system in Angular Material across mobile, desktop, and progressive web platforms; advocated for WCAG accessibility standards.
- Presented bi-monthly prototype demos to department leadership, influencing product direction and securing stakeholder alignment.
- Facilitate **AI discovery workshops** using Miro and FigJam to align C-suite stakeholders on a future-state vision for autonomous network monitoring.

Senior UX Designer

April 2021 – April 2022

DirecTV (via KFORCE) | Bothell, WA (Remote)

- Developed scalable component libraries in Figma and AdobeXD for a 37-member UX team, standardizing design workflows and accelerating prototyping.
- Led enterprise deployment of AdobeXD and Adobe CC Collaborate — managing accounts, training, mentorship, demos, and vendor liaison activities.
- Enhanced DirecTV business and commercial applications through iterative prototyping and design system contributions.

Senior UX Designer

September 2020 – April 2021

ScienceLogic | Reston, VA (Remote)

Contributed to the **AI-driven 'Control Tower'** SaaS ecosystem, designing human-in-the-loop interfaces for Fortune 500 IT operations.

- Conducting system analysis for AI-driven monitoring tools, translating **ML confidence scores and latency data** into actionable UX improvements.
- Created and managed design libraries in Sketch and AdobeXD, enabling scalable component reuse and streamlined developer handoffs.
- Worked closely with product managers and engineers, refining designs through iterative usability testing and stakeholder validation.

Lead UX Designer

April 2018 – April 2020

DCP Midstream | Denver, CO

Led UX strategy and research for a regulated energy enterprise, designing desktop and mobile applications for field operators, plant managers, gas controllers, leak specialists, and environmental engineers.

- Traveled to remote oil fields and gas plants to conduct contextual interviews, workflow audits, and usability testing with real end users in complex operational environments.
- Led the Eve Mobile App (Environmental Events) pilot end-to-end — research, prototypes, usability testing, and product consistency across engineering and compliance teams.
- Formed and facilitated user groups across multiple user types, establishing a sustained voice-of-user feedback channel that informed product iterations.
- Championed Angular Material Design system and introduced Storybook to standardize UI components for modular reuse across teams.
- Elevated from Senior Designer to Lead Designer by driving stakeholder alignment and bridging product, engineering, and user teams.

Senior UX Designer

October 2016 – March 2018

Equus Software | Denver, CO

- Led UX for enterprise SaaS apps (Equus Connect and AssignmentPro) supporting global workforce mobility solutions for thousands of users.
- Facilitated Google Design Sprints and Lean UX sessions with cross-functional teams including C-suite, product owners, business analysts, and engineers.
- Designed and launched Material progressive web applications, improving usability and adoption across global enterprise clients.

Senior UX Consultant

March 2016 – October 2016

Sogeti USA (Capgemini) | Denver, CO

- Led UX engagements for Fortune 50 clients in healthcare (Envision HealthCare/AmSurg — physician scheduling) and analytics (MedAssets/Vizient — service line analytics).
- Delivered research-backed design solutions including personas, flows, wireframes, and prototypes optimizing usability and user adoption.
- Estimated project scope and helped secure client engagements, contributing to business development.

Earlier: Medical Animator & Graphic Designer — Covidien, Boulder, CO (2010–2012): eLearning modules and marketing materials for clinicians, surgeons, and global sales teams covering respiratory, cardiac, and surgical devices.

EDUCATION & CERTIFICATIONS

MIT xPRO Executive Certificate — Designing and Building AI Products and Services (Completed May 2026) — 2× Exemplary Assignment Badge Recipient

Coursework: ML/AI training methodologies, supervised/unsupervised learning, computer vision, deep learning, GANs, and Superminds. Capstone: Earth Steward — an AI-powered geospatial app helping landowners and conservation stewards discover grants and funding resources, built using Figma, React, Mapbox, SAM3, Roboflow, and Claude. Modeled on field and plant operations workflows applied to forestry and land management. MVP deployed on personal land in Park County, CO. Awarded 2× Exemplary Assignment badges for outstanding work in GANs sustainability/feasibility and Superminds organizational strategy.

Figma Advanced Training — AGI, American Graphics Institute

UX Design Certification — Boulder Digital Arts, UI/UX Transitions Certificate Program

Adobe & Creative Cloud Training — Adobe through DirecTV, AdobeXD

B.A. in Liberal Arts / Fine Arts — Bradford College, MA | Graphic Design, Art, Photography

TOOLS & TECHNOLOGIES

Design & AI Prototyping: Figma (Advanced), AI-integrated Figma workflows, Claude, ChatGPT, DeepSeek, Adobe XD, Storybook, System &

Dev Frameworks: REST APIs, Angular Material, React, Mapbox, Roboflow, Material Design, HTML/CSS, GitHub

AI Tools: Claude, Figma AI, Make (Integromat), ChatGPT, DeepSeek, Gemini, SAM3 (Segment Anything Model), Roboflow, Mapbox

Research & Testing: User interviews, usability testing, A/B testing, contextual inquiry, competitive analysis, WCAG/W3C accessibility

UX Methodologies: Human-Centered Design, Lean UX, Google Design Sprints, Design Thinking, Agile/Jira, personas, user flows, wireframes, storyboards

Collaboration & Workshops: LucidSpark, Miro, FigJam, Google Design Sprints, Mural.

Strategic Skills: Ethical AI Design, Prompt Engineering, Journey Mapping, Storyboarding, Behavioral Analytics.