

# Joel Heaton

UX & Product Design Manager



**11 years**

**11 Years Orchestrating Complex Industrial Ecosystems & High-ROI Product Roadmaps**

A "Player-Coach" leader specializing in translating intricate technical requirements into seamless, high-stakes industrial solutions. I manage the intersection of developer cycles, stakeholder relationships, and user research to transform fragmented legacy debt into unified, revenue-driving product portfolios.

# Manager Impact

- **Impact:** Delivered 100% operational efficiency for 2,500+ enterprise users.
- **Scale:** Managed the successful sunsetting of 3 legacy products into a single "Source of Truth."
- **Leadership:** Facilitated 18-month Agile Design Sprint cadences for Fortune 500 SaaS platforms.

# Environmental App

- **Risk Mitigation:** Architected a unified digital reporting ecosystem that ensured 100% compliance across 6 state regulatory frameworks.
- **Operational Efficiency:** Directed the sunseting of 3 legacy products, resulting in a 100% increase in reporting speed for 2,500+ field users.
- **Stakeholder Alignment:** Led 20+ cross-functional interviews and 2 rounds of usability testing to bridge the gap between field operators and executive EHSS goals.
- **Product Scalability:** Transformed internal tools into a viable SaaS offering for industry leaders like Shell, Exxon, and Phillips 66.

# Slug Catcher Ecosystem

- **Ecosystem Orchestration:** Managed the simultaneous design of 3 distinct products (Mobile & Desktop) to create a single "Source of Truth" across the energy value chain.
- **Regulatory Compliance & Safety:** Standardized reporting workflows for PHMSA and state-level regulations, ensuring 100% compliance across 6 states while mitigating catastrophic spill risks.
- **Hardware/Software Integration:** Directed the strategy for retrofitting legacy assets with IoT devices to bring 100% of infrastructure into a real-time digital dashboard.
- **Cross-Functional Leadership:** Synchronized Field Ops, Plant Managers, and Gas Control into a unified notification framework, ensuring zero missed communications.

# Equus Global Mobility SaaS

- **Methodology Leadership:** Established and facilitated a 30-day UX discovery phase followed by an 18-month cadence of monthly Design Sprints.
- **Enterprise Strategy:** Transformed scattered communications into a centralized, elegant SaaS ecosystem for Fortune 500 enterprise relocations.
- **Stakeholder Management:** Orchestrated input from 8 stakeholders and 13 users to prioritize high-value features across a complex product roadmap.
- **UX Architecture:** Designed a "Progressive Disclosure" system to reduce cognitive load and anxiety for employees navigating high-stakes international relocations.