

Joe Valley

Product Designer

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Profile

I'm energized by imagining a world made better by something new. With 15 years of corporate design experience, I serve as a player-coach, advocating equally for business goals and meaningful user experiences.

Experience

Joe Valley / Freelance Designer

June 2023 – present • Remote/On-site

- **Yoga International:** Led product design across AI, SaaS, and consumer platforms, improving activation and engagement (e.g., -30% time-to-play) while building scalable, WCAG-aligned design systems.
- **Startups:** Founded and launched two ventures — a sustainable home-goods brand and Puffin Sauna Club — leading product design, branding, physical prototyping, and early go-to-market strategy.
- **Making Space, Inc:** Directed zero-to-one product strategy for mission-driven SaaS, creating accessible workflows and scalable foundations through close collaboration with founders and engineering.

RollWorks / Senior Product Designer

Feb 2022 – July 2023 • Remote

- Led UX for a B2B ABM/ABX platform, shipping zero-to-one and optimization initiatives across revenue teams.
- Consolidated fragmented sales tools into a unified Salesforce dashboard, driving adoption, efficiency gains, reduced churn, and 2.5× ACV.
- Launched a keyword-intent trial generating \$7M in 6 weeks.
- Standardized scalable patterns for data-rich workflows and AI-driven insights across the platform.

Tribe Dynamics / Senior Product Designer

Apr 2021 – Feb 2022 • Remote

- Led analytics and workflow UX for a B2B MarTech SaaS platform serving enterprise brand teams.
- Scaled data-visualization systems to improve insight clarity and competitive benchmarking.
- Simplified complex data models into intuitive, research-informed product experiences.

Trineo / Senior Product Designer & Team Lead

Apr 2019 – Apr 2021 • Boulder

- Led enterprise SaaS and mobile product design, launching Clear Channel Outdoor's unified design system and shaping Marriott's mobile-first experience.
- Scaled team execution and cross-functional alignment, improving velocity, accessibility, and system consistency.
- Defined research, information architecture, and scalable interaction patterns across dashboards and high-traffic multi-platform journeys.

Experience Cont...

Cognizant Accelerator / Senior Product Designer

Oct 2017 – Apr 2019 • Boulder

- Led zero-to-one SaaS discovery and design, validating concepts and shaping product direction.
- Converted research into prototypes and system frameworks that informed engineering and investor strategy.
- Elevated design operations, improving cross-functional alignment and iteration speed.

Skills

Design & Build

Figma, Adobe Creative Cloud, Miro/FigJam, Iconography, Branding, Photography, Framer, Jira, Audio Production, AI tooling

UX Design

Research Methodologies, Design Strategies, Prototyping, Testing / Validation

Leadership

Team Facilitation, Project Oversight, Creative Direction, Workshopping, Mentorship

Education

Community Counseling / Master of Arts

Argosy University Denver / Illinois School of Professional Psychology

Psychology & Fine Art / Bachelor of Arts

Albion College, Michigan

Fine Art & Photography Studies / Study Abroad

Queensland College of Art, Griffith University, Brisbane, Queensland, Australia

Achievements

From age 12 until present day, I have been a student of music, starting with guitar, then piano, and finally the drums. I worked hard to become the jazz band drummer in middle and high school, which led to a significant scholarship to study in college. Music has been a way for me to navigate the complexity of life in a state of flow and curiosity, which influences everything I do in life. Whether it is organizing and playing the music for a Sunday church service, or playing for audiences in evening performances, I find great joy, peace, and love unfolding with diverse collaborators.

I have also found a love of photography, starting in college, which has brought me to capture thousands of portraits around the world. I have been photographing early-stage founders since 2023, which crosses my love of product and portraiture. There are between 250 and 500 people on LinkedIn who are using the portrait I made with them as their profile picture.