Joe Paul

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Lead Product Designer

with over a decade of experience driving UX strategy and digital innovation across high-impact platforms. Dynamic professional adept at building scalable design systems, leading end-to-end product development, and shaping cross-functional collaboration from discovery through launch. Dedicated problem solver leveraging data, usability testing, and A/B experimentation to boost conversion and streamline product performance.

`Based in Jacksonville, FL` `Open to remote` `Open to relocate`

Exp.

Zip `Senior Product Designer` `04.2022 > 07.2025`

- Led the design of Zip's core checkout product, collaborating with product managers and engineers to launch data-driven improvements which resulted in increased conversion and a reduction in drop off.
- Spearheaded the creation of a universal component system to unify design across web and app, enhancing team efficiency and system scalability.
- Partnered with cross-functional stakeholders in product, engineering, and sales engineering to deliver end-to-end design from wireframes to production.
- Integrated usability testing and user research into design cycles, using feedback to enhance UI clarity.
- Designed and tested UI animations and feature adjustments to increase engagement and reduce drop-off.
- Drove alignment between product strategy and design execution through brief to launch products with confidence that met key performance indicators (KPIs) and goals.

J.Crew `Senior Product Designer` `01.2020 > 04.2022`

- Redesigned core e-commerce flows with a mobile-first focus to meet rising demand for online and curbside services during the pandemic.
- Successfully launched rapid UX iterations and A/B tests in partnership with analytics to validate improvements and drive purchase conversions.
- Co-led the development of a design system to align UX across teams and platforms, enhancing design consistency and cross-departmental collaboration.
- Mentored junior designers through project guidance support to cultivate growth during team expansion.

JetBlue `Digital Designer` `11.2015 > 12.2019`

- Strategically designed high-impact digital experiences for flight booking, check-in, and loyalty programs across web and mobile environments.
- Partnered with IT and product teams to build and scale JetBlue's digital design system, including iconography, color, and component libraries.
- Created design assets for use in user testing, stakeholder demos, and cross-functional development.
- Contributed to accessibility audits and strategic early-stage improvements for inclusive design across major user-facing digital properties.

Previous experience

ZocDoc `Freelance Front-End Developer` `07.2015 > 12.2019`

Areas of Expertise

- Design System Development
- Product Design Leadership
- User-Centered Design
- UX Strategy Research
- Cross-Functional Collaboration
- Component-Based Design
- Design Process Optimization
- Stakeholder Engagement
- Conversion Optimization

Technical

Figma • UX Research • HTML/CSS • Accessibility • Prototyping Responsive Design • Design Systems • Git • A/B Testing • UI Animation

Education

School of Visual Arts

BA, Graphic Design (2003–2006)