

JOEL A. CONNELL

Senior Product UI/UX Designer | Burbank, CA

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Professional Summary

Senior Product UI/UX Designer with over 16 years of experience specializing in complex enterprise SaaS, developer tools (DevTools), and embedded engineering systems. Combines an advanced academic foundation in Human Factors Psychology with expert-level Information Architecture (IA) to transform dense, highly technical data into intuitive, adoption-driving interfaces. Proven track record of architecting scalable Figma design systems that streamline cross-functional handoffs and align multi-disciplinary engineering teams. Exceptionally proficient in leveraging advanced AI prototyping interfaces (Claude, v0) to accelerate discovery, documentation, and product validation cycles.

Technical Skills

- **Core Design & IA:** Information Architecture (IA), Systems Modeling, User Experience (UX) Design, User Interface (UI) Design, Wireframing, User Flows, Interaction Design, Rapid Prototyping
- **Tools & AI Workflows:** Figma (Advanced Design Systems, Auto-layout, Variables), FigJam, Axure RP, Claude, Claude Code, Figma MCP, v0
- **Research, Analytics & Code:** User Research, Usability Testing, Heuristic Evaluation, Omniture SiteCatalyst, Google Analytics, HTML/CSS, WCAG Web Accessibility, CMS (Drupal, Teamsite)

Professional Experience

Connected in The Word (CiTW) – Founder & Full-Stack Developer (*Independent Project*)

May 2026 – Present | Burbank, CA Remote

- Founded and independently designed and built a live, multilingual Bible verse platform (Next.js, Firebase/Firestore) from concept through production deployment, extending AI-prototyping expertise from UI/UX design into full-stack, shipped software.
- Leveraged Claude Code as a primary engineering partner to architect features, execute production code, and manage structural refactors across a full-stack monorepo, applying disciplined AI-assisted workflows—task-scoped prompts, model selection by complexity—to solo development.
- Used v0 to rapidly prototype and validate UI/UX concepts pre-implementation, mirroring the AI-accelerated design-to-code workflows established in enterprise consulting engagements.
- Architected full production infrastructure—Stripe, MailerLite, Upstash Redis, Vercel/Cloudflare—demonstrating cross-functional ownership beyond traditional design scope.

Parasoft – Senior Product Designer (*Contractor*)

December 2025 – April 2026 | Monrovia, CA (Remote)

- Retained as a specialized external consultant to drive advanced interaction design models and lead complex information architecture (IA) for enterprise product development.

- Integrated cutting-edge AI prototyping workflows (Claude, Figma MCP, v0) to rapidly generate user interaction models, live design-to-code front-end pattern validation, and comprehensive technical documentation.
- Translated dense embedded systems workflows into clean interactive interfaces for automotive software testing tools (ECU Manager), allowing highly technical engineers to navigate hardware calibration seamlessly.
- Collaborated with engineering leads to ensure smooth handoffs of data-dense workflows, bridging the gap between high-level design vision and rapid code implementation.

Parasoft – Senior UI/UX Designer

November 2016 – October 2025 | Monrovia, CA (Hybrid)

- Architected and governed a comprehensive enterprise design system utilizing nested components and auto-layout, reducing cross-functional handoff time and unifying design patterns across 5+ complex product lines.
- Designed critical high-data workflows (multi-layer dashboards, complex reporting matrices, and marketplace platforms) and cultivated a rigorous user research culture to boost platform adoption.
- Provided end-to-end design leadership across web and IDE applications while mentoring junior designers in enterprise SaaS best practices.

Avanade – Senior UX Designer

April 2015 – November 2016 | Seattle, WA (Remote)

- Directed cross-functional, off-site design and development teams to deliver user experiences for complex, highly regulated industries including healthcare, food services, and software enterprises.
- Mapped end-to-end UX processes from discovery to handoff—developing robust personas, complex structural user flows, and detailed interactive Axure prototypes/wireframes to communicate transactional workflows clearly to stakeholders.

Parasoft – UI/UX Designer

June 2013 – April 2015 | Monrovia, CA

- Designed user interfaces, intuitive task flows, and data navigation schemas across primary desktop, web-based, and integrated development environment (IDE) software testing applications.
- Collaborated heavily with engineering teams during early-stage feature definitions and analyzed behavioral data to iteratively refine product navigation.

Fandango – UX/UI Designer

March 2012 – June 2013 | Santa Monica, CA

- Designed high-traffic consumer e-commerce experiences across web and native mobile platforms; moderated targeted usability testing and leveraged Omniture SiteCatalyst analytics to eliminate checkout conversion bottlenecks.

BLT & Associates – Information Architect

May 2011 – March 2012 | Hollywood, CA

- Architected comprehensive structural frameworks—including wireframes, sitemaps, and complex task flows—for high-visibility client web and mobile platforms using Google Analytics to optimize layouts.

National Football League (NFL) – Web Content Producer

February 2010 – May 2011 | Culver City, CA

- Managed digital content architecture across official team websites using enterprise CMS platforms, and built customized team landing pages utilizing HTML, CSS, and Photoshop.

Education

Master of Arts (M.A.) in Human Factors Psychology

Masters with Distinction, 3.90 GPA | California State University, Northridge

Bachelor of Arts (B.A.) in Psychology

Magna Cum Laude, 3.76 GPA | California State University, Northridge