

# JOEL A. CONNELL

Senior Product Designer | Burbank, CA  
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## SUMMARY

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Senior product designer with 16+ years in complex enterprise SaaS, developer tools, and consumer e-commerce. Specializes in information architecture for data-dense technical products — dashboards, reporting systems, and embedded engineering tools — grounded in a Human Factors Psychology background. Builds and governs design systems that engineering teams can actually build against.

## EXPERIENCE

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### Parasoft — Senior UX Product Designer (Contractor)

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

- Led interaction design and information architecture for ECU Manager, Parasoft's automotive SOME/IP testing and virtualization tool — translating embedded hardware calibration workflows into a desktop-first web interface engineers could navigate without reference documentation.
- Built and validated front-end patterns directly in code using Claude Code, Figma MCP, and v0, delivering engineering handoffs as working components rather than static specs.
- Retained as an external consultant following a nine-year internal tenure, brought back to lead IA on the company's most technically dense product.

### Parasoft — Senior UX Product Designer

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

- Architected and governed the enterprise design system — nested components, auto-layout, shared variables — that became the single source of design truth across 5+ product lines, replacing per-team pattern drift with one library engineering could build against.
- Designed the Development Testing Platform's dashboard and data-explorer system, turning raw static-analysis output into configurable views developers could act on directly instead of exporting to spreadsheets.
- Rebuilt DTP's widget configuration flow after a heuristic evaluation exposed that users couldn't discover most available widgets — replacing a confusing add-flow with a categorized, searchable picker with live previews.
- Designed a configurable sales demo application that let the sales team reframe the same product for different industries and roles on the fly, replacing a fixed demo that didn't map to buyer-specific problems.
- Provided end-to-end design leadership across web and IDE applications and mentored junior designers in enterprise B2B SaaS practice.

### Connected in The Word — Founder & Product Designer (Independent Project)

May 2026 – Present | Burbank, CA

- Designed and built a live multilingual daily Bible verse platform (Next.js, Firebase/Firestore) from concept through production deployment, owning IA, interface, and front-end implementation.
- Architected the production stack — Stripe, MailerLite, Upstash Redis, Vercel/Cloudflare — using Claude Code as the primary engineering partner under task-scoped, model-selected workflows.

### Avanade — Senior UX Designer

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

- Ran the full UX process from discovery through handoff for healthcare, food services, and enterprise software clients — planning and moderating user research and usability tests, then translating findings into personas, structural user flows, and interactive Axure prototypes.
- Directed distributed off-site design and development teams, holding a single coherent experience across builds split between locations.

### Parasoft — UI/UX Designer

June 2013 – April 2015 | Monrovia, CA

- Designed interfaces, task flows, and data navigation schemas across desktop, web, and IDE-integrated software testing applications, collaborating with engineering during early-stage feature definition.

## **Fandango — UX/UI Designer**

*March 2012 – June 2013 | Santa Monica, CA*

- Redesigned the checkout experience across web and native iOS/Android, cutting user-facing errors 20% by removing friction identified through moderated usability testing and Omniture SiteCatalyst funnel analysis.

## **BLT & Associates — Information Architect**

*May 2011 – March 2012 | Hollywood, CA*

- Built wireframes, sitemaps, and task flows for client web and mobile platforms, using Google Analytics to evaluate layout decisions.

## **National Football League — Web Content Producer**

*February 2010 – May 2011 | Culver City, CA*

- Managed content architecture across official team websites in an enterprise CMS and built custom team landing pages in HTML/CSS.

## **SKILLS**

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- **Design & IA:** Information Architecture, Systems Modeling, Design Systems, Interaction Design, Wireframing, User Flows, Rapid Prototyping
- **Research:** User Research, Usability Testing, Heuristic Evaluation, Omniture SiteCatalyst, Google Analytics
- **Tools:** Figma (design systems, auto-layout, variables), FigJam, Axure RP, Claude Code, Figma MCP, v0, HTML/CSS, WCAG

## **EDUCATION**

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**M.A. Human Factors Psychology** — Masters with Distinction | California State University, Northridge

**B.A. Psychology** — Magna Cum Laude | California State University, Northridge