

JOEY VALLEJO

San Francisco Bay Area, CA |
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EXECUTIVE PROFILE

Product Design Executive with 15+ years of experience leading UX, Product Design, and Research for global enterprise (SaaS), consumer, Analytics Data and B2B2C platforms. Expert in human-centered design and **Generative AI integration**, with a proven track record of scaling design organizations and delivering measurable business impact for brands including **MSCI, NETGEAR, Citrix, Visa, Netflix, and eBay**. Strategic leader focused on aligning product vision with operational excellence and emerging technology.

CORE COMPETENCIES

- **Executive Leadership:** UX Org Scaling, DesignOps, Budget Management, Strategic Planning, Mentorship.
- **Innovation:** Generative AI Strategy, New Product Incubation, Prototyping, AI Governance, Emerging Technologies.
- **Design Strategy:** Product-Led Growth (PLG), UX/UI Design, Scalable Design Systems, User Research and Creative Direction.
- **Cross-Functional:** Executive Stakeholder Management, Product Management, Agile Methodologies, Global Team Management.

PROFESSIONAL EXPERIENCE

MSCI | Executive Director, Global Head of Design & User Research June 2021 – Present | San Francisco, CA (Hybrid)

- **Executive Leadership:** Direct a global, multi-disciplinary team of 20+ designers and researchers, overseeing the end-to-end UX strategy for a multi-billion dollar portfolio.
- **Product Transformation:** Led the design and launch of a unified cloud-based analytics platform, streamlining complex financial workflows into a cohesive, modern user experience.
- **AI Innovation:** Pioneered the integration of Generative AI into product workflows, establishing governance and design patterns that enhanced data visualization and predictive insights.

- **Operational Excellence:** Implemented Engineering and DesignOps frameworks and operating models that improved cross-departmental collaboration, reducing time-to-market for major features by 25% year-over-year.

NETGEAR | Director / Head of User Experience & Design Strategy *January 2019 – May 2021 | San Jose, CA*

- **Consumer Growth:** Directed UX for the mobile-first smart home ecosystem, driving a 30% increase in app engagement and improving Day-1 onboarding retention for millions of users.
- **Systems Thinking:** Scaled a unified design system across hardware-software touchpoints, ensuring consistency across iOS, Android, and Web platforms.

CITRIX | Senior Manager of Product Design & UX *November 2016 – January 2019 | Santa Clara, CA*

- **Enterprise SaaS:** Led UX for mobile and cloud networking platforms, simplifying admin workflows for complex IT infrastructure and reducing support ticket volume by 15%.
- **Mentorship:** Built a high-performing design team from the ground up, establishing career ladders and professional development programs.

VISA | Principal Designer, New Product Incubation *December 2015 – November 2016 | San Francisco, CA*

- **Incubation:** Led design for "Version 0" digital products and developer tools, focusing on the future of global digital payments and authentication.

EARLY CAREER LEADERSHIP: eBay, Netflix, SAP Concur, Logitech, Oracle | Roles focusing on Senior Design, Research, Innovation and Product Strategy.

TECHNICAL STRATEGY & TOOLS

- **AI Tools:** ChatGPT (Advanced Prompting), GitHub CoPilot, Figma AI, Claude, Cursor, Famous.ai, Lovable.
- **Design & Ops:** Figma Make, Figjam, JIRA, Confluence, Atlassian Intelligence, Rovo.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Stanford University:** Professional Training in HCI (Human-Computer Interaction) and Information Technology.
- **Masters Institute of Technology:** AAS in Design and Communications.
- **Certifications:** AI Champion & Governance, Agile for Teams.
- **AI Training Bootcamps:** AI Responsibility, Best Practices, Ethics, Automation.