JOEY VALLEJO

Design Leader | Driving Innovation with GenAI & Emerging Tech

Career Summary

Product design executive with 15+ years of experience leading UX, Product Design, and Research across enterprise, consumer, and B2B2C platforms. Expert in human-centered design, AI-driven innovation, and scalable systems that align business vision with exceptional user experience. Proven success leading global teams and delivering measurable impact at MSCI, NETGEAR, Citrix, Visa, Netflix, and eBay.

Core Strengths: UX Strategy, Design Leadership, Generative AI Integration, Design Systems, New Product Incubation, Cross-Functional Collaboration, Consumer, Enterprise SaaS, Mobile/Web Design

Contact

Location
SF Bay Area, CA

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Expertise & Tools

Team Leadership, Creative Direction	Figma AI, Figjam, ChatGPT
UX Org Scaling, Budgeting	Lovable, Famous.ai, Cursor
AI, GenAI Integration	Agile Sprints, JIRA, Confluence
UX/UI, User Research	Web, Mobile, React Native

Awards & Recognition

- Citrix Tech Fair Winner – Best of Show
- Visa Go Beyond Award – Collaboration, Innovation
- Citrix Applause Award – Collaboration
- Agile for Teams Certification

Professional Experience

6/2021 - Present
Berkeley, CA
(Hybrid)

MSCI

Executive Director / Global Head of Design & User Research

Lead a global team of over 20 designers and researchers driving strategic UX, UI, and AI initiatives across complex product ecosystems. Oversaw the launch of a unified cloud platform delivering next-generation investment insights and analytics. Focused on scaling human-centered design and AI integration to improve usability, consistency, and engagement in collaboration with product, engineering, and data science teams.

1/2019 - 5/2021
San Jose, CA

NETGEAR®

Director / Head of User Experience & Design Strategy

Directed UX and research for mobile and smart home solutions, delivering mobile-first experiences that improved onboarding, engagement, and retention across iOS and Android. Established scalable design systems and strengthened collaboration across teams, elevating usability and design maturity across global platforms.

11/2016 - 1/2019
Santa Clara, CA

CITRIX®

Sr. Manager of Product Design & UX, Mobile & Cloud Networking

Led UX design for mobile and web platforms focused on performance, usability, and enterprise-grade security. Simplified complex workflows to create cohesive, secure user experiences while mentoring designers and evolving scalable design systems that enhanced team culture and overall design quality.

12/2015- 11/2016
San Francisco, CA

VISA

Principal Designer, New Product Incubation & Innovation Strategy

Shaped key digital products, developer tools, and global brand experiences through a human-centered design approach. Collaborated with cross-functional partners to improve authentication, onboarding, and platform usability, advancing digital strategy through secure, user-centered, and scalable design solutions.

Past Employers

VISA   SAP Concur   ebay   NETFLIX   logitech

PRECISION GRAPHICS   ORACLE

Education

2022-2025
Ongoing

Self Development & Skill Training

AI Champion, Governance Tools: ChatGPT, CoPilot, GenAI Agents Security, Safety, Leadership and Compliance Training

1998 - 2000
San Jose, CA

Masters Institute of Technology

AAS in Design and Communications

2017-2018
Palo Alto, Online

Stanford University Training

HCI, Information Technology and Design