# Joe Bryan

## Principal Product Designer

South Florida · Remote
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Principal product designer with **13 years** designing the tools behind stores, contact centers and customer portals, at HubSpot, Wayfair and The Home Depot. I lead design and cross-functional teams from vision to launch, and I measure the work by what it changes.

### EXPERIENCE

**2024 – Present**
Remote

**HubSpot** Lead Product Designer, then Design Manager

- Lead design and cross-functional teams across omnichannel, customer success and the Customer Portal. Now focused on **AI-powered insights**.
- Set the Customer Portal vision four separate teams adopted, and designed the shared system that ships them as one: **190K daily visitors**, +140% visitor growth quarter over quarter, 83% happy CSAT.
- Redesigned Onboarding Plans and reopened a beta that had been closed after negative feedback: **1,500 sign-ups** in the first month, with CSAT kept high.
- Helped define the agentic Service Intelligence workspace: an Insights Agent that detects, diagnoses and dispatches work to four specialist agents.

**Dec 2023 – Dec 2025**
Miami, FL

**BrainStation** UX Design Instructor

- Taught UX design across research, prototyping and interface design, with one-on-one **portfolio mentoring** for new designers.

**Aug 2021 – Jan 2024**
Remote

**Wayfair** Principal Product Designer

- Led the associate experience for Wayfair's first physical stores, from a blank page to launch: one app for every in-store task across Android, Zebra handhelds and iPad. **$8M in inventory counted at 96% accuracy** and a 4.8 associate rating.
- Designed the store inventory app associates used with no training: **63% less time** to count a store and 90.73% accuracy on a first-ever count.
- Managed and mentored a small design team, and set the design-system practice across store platforms.

**Mar 2020 – Dec 2023**
Atlanta, GA

**WHSKR** Co-founder & CPO

- Designed and launched SaaS for veterinary clinics, from brand to product: a CRM for inventory, labs, pets, clients and staff.
- Ran the user interviews, market research and clinic demos behind it, and helped take the company to **acquisition**.

**Nov 2017 – Aug 2021**
Atlanta, GA

### The Home Depot — Senior UX Designer, Merchandising & IVR

- Launched myAssortment, one merchandising platform for merchant planners: **$80M in inventory saved**, 40,000 planner hours saved in year one, and inventory accuracy up from 62% to 81% in six months.
- Redesigned the phone system and chatbot around customer intent: navigation time cut from **98 to 28 seconds**, 35M calls kept off the service desk, and self-service containment up 185%.
- Coached and mentored designers across the merchandising and contact-center teams.

**Jul 2016 – Nov 2017**
Destin, FL

### Elead CRM (CDK Global) — UX/UI Designer, CRM & Chat

- Created the calling experience in an auto sales CRM: **1,200 users** in its first year, in a CRM that brought in $12M+.
- Brought chat and vehicle inventory into the sales workflow, so teams could work a customer from one place.

**Oct 2013 – Jul 2016**
Fort Myers, FL

### Chico's FAS — Production Artist, then UI/UX Designer

- **First UX hire.** Helped redesign the website and ran the A/B tests behind it.
- Designed email and social campaigns, and motion graphics for the brand's YouTube channel.

#### DESIGN

Product strategy
UX research
Interaction and UI design
Design systems
Rapid prototyping
Conversational design
AI and agent experiences

#### LEADERSHIP

Design leadership
Mentoring
Cross-functional teams
Vision workshops
Storytelling

#### EDUCATION

**Indian River State College**
BS, 3D Modeling and Simulation
2009 – 2013

#### SPEAKING

**2023** **Wayfair Global User Experience** Physical retail

**2019** **The Home Depot call center and product teams** Conversational design

**2018** **General Assembly** Building a design portfolio (speaker and mentor)

**2017** **The Home Depot merchandising team** The design process