

Joey Walsh

Product Designer

jwjoeywalsh@gmail.com

jwjoey.com

linkedin.com/in/jwjoey

SUMMARY

Product designer with nine years of experience shipping end to end across product, marketing, motion, and code. For the past three years I've owned design at Stocktwits, the social platform for traders, across web, iOS, and Android. Before that, I led design for consumer products in AI, creator tools, travel, and social, often as the first designer on the team, taking each from first concept to launch and building the design systems behind them.

EXPERIENCE

Stocktwits · Product Designer

Jun 2023 – Present · New York, NY

- Own design across every major product surface on web, iOS, and Android — home feed, symbol pages, onboarding, profiles, trending, and the marketing site — from first concept through QA and launch.
- **AI Streams:** designed real-time topic classification for every post in a symbol stream, letting readers filter thousands of posts an hour in place, with chip states, empty states, and reorder transitions that keep the stream stable while scrolling.
- **Live Earnings Calls:** designed a live audio player within the symbol page with chat, listener counts, transcript, and bullish/bearish reactions, turning earnings into an on-platform event instead of an outbound link.
- **Cryptotwits:** designed the product from the ground up — information architecture, token and category pages, streams and sentiment, landing page, launch motion, and App Store and social assets. Launched May 2025 across all three platforms.
- **Growth:** ran logged-out experiments on the symbol page targeting signups, including an AI-generated timeline of stock-moving events and conversation-first layouts. Winning variants shipped as the default.
- **Design system:** rebuilt the Figma library as a code-first React design system using Claude Code and Cursor — tokens, type, inputs, cards, feed modules, charts, and navigation — matched one-to-one with production and composed into page templates the whole team can fork and share.
- Own the surfaces around the product: website overhaul, launch modals and feature motion, App Store screenshots, social and sales assets, and design QA on real builds before every release.

Impact: AI Streams increased time on the symbol page by 164%. Stakeholder buy-in now takes days, reviews happen on working UI, and engineers build from a live reference instead of redlines.

Scout · Founding Designer

Dec 2022 – Jun 2023 · Las Vegas, NV

- Led design for an AI-personalized outbound email product, owning research, UX, UI, website, and marketing from first sketch through engineering handoff.
- Built and maintained the design system from scratch, scaling across desktop and mobile.
- Ran user feedback sessions to define where AI fit within existing sales pipelines and workflows; designed the fundraising decks.

Impact: Scout reached \$40K MRR and closed its pre-seed round on the product and materials I designed.

Odyssey · Senior Product Designer

Oct 2021 – Aug 2022 · Las Vegas, NV

- Owned end-to-end design for a creator monetization platform: wireframed, prototyped, and delivered every iOS and Android view to stakeholders and engineering.
- Led research with creators to identify the highest-value revenue streams to build.

- Produced all marketing assets: website, 2D and 3D animation, and influencer campaign content.

Impact: Grew from 0 to 10K users during my tenure.

Re2.ai · Product Designer (Contract)

Jun 2021 – Oct 2021 · Los Angeles, CA

- Led and documented UX research with the customer base to identify pain points and define new features.
- Redesigned the UI to make core actions clear and discoverable.

Impact: Daily use of core platform functions rose more than 350%.

Commons · Product Designer (Contract)

Dec 2020 – Apr 2021 · San Francisco, CA

- Redesigned the UX for remote team communication into a lightweight, walkie-talkie-style medium.

Impact: Adopted by teams at Google, Lyft, and Snapchat. Acquired by Pulse, then Mozilla.

Welcome · Product Designer

Mar 2020 – Feb 2021 · San Francisco, CA

- One of two designers on a smart travel companion. Owned the admin CMS — nine sections and hundreds of views controlling the entire consumer experience — from wireframe to engineering handoff.
- Conducted dozens of user interviews for research and product feedback.
- Designed 3D illustration and animation for landing pages, marketing, and email.

Impact: Shipped 250+ internal CMS admin views.

Presearch · Product Designer (Freelance)

Dec 2019 – Present · Remote

- Designed the keyword-staking launch page for a decentralized search engine, plus motion graphics, 3D illustration, and 100+ homepage takeover visuals.

Impact: 43% conversion on the launch page; over half the token supply was staked within two days.

Earlier: Babble (2017–2018) — co-founded an anonymous social platform; led all design and front-end development.

SKILLS

Product	End-to-end product design, UX/UI, information architecture, 0-to-1 products, onboarding and growth experiments, design systems, cross-platform (web, iOS, Android), design QA, UX writing
Prototyping in code	React, Claude Code, Cursor, code-first design systems, GitHub, Webflow
Motion & brand	After Effects, Cinema 4D, Octane, Blender, Spline, 2D/3D animation, launch motion, App Store and social assets, sales decks
Research	User interviews, usability testing, survey design, field research, conversion experiments
Tools	Figma, Illustrator, Photoshop

EDUCATION

Northwood University · Bachelor's, Innovation Marketing & Management

2015 – 2019 · Midland, MI