

JOE BROKKA

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INTRODUCTION

Staff-level Product Designer with 10+ years turning complex AI and analytics products into simple, fast-to-adopt experiences for small and mid-size teams. Specialize in AI-native interaction design, zero-to-one product bets, and rapid experimentation in highly ambiguous spaces

WHAT I DO BEST

- **Designing for non-technical users of technical systems**, making complexity disappear so operators, coordinators, and finance teams can act with confidence.
- **AI interaction design**, conversational flows, uncertainty states, AI-to-human handoffs, question-asking patterns. How agents communicate is a UX problem.
- **Operational layer**, "What's running, what's waiting, what needs me" the triage and status layer that keeps humans in control without overwhelming them.
- **Zero-to-one, then zero-to-two**, designing a first generation and evolving it based on real observation, not assumptions.
- **Getting close to customers**, Shadowing work, watching what actually happens, and translating that into design decisions. Not delegating research.

EXPERIENCE

Cimba.ai, Seattle — *Founding Product Designer*

Jan 2025 - present

Leading design for next-generation Agentic AI platform transforming complex business workflows through intelligent automation. **Collaborated directly with engineering and ML teams** to translate advanced AI capabilities into intuitive user experiences.

- **Led all design for a next-generation agentic AI platform**; partnered directly with founders on product strategy and experience design from the ground up.
- **Designed and shipped two complete generations of the platform**, enabling business users to build, run, and supervise AI agents that automate complex analytical workflows.
- **Designed the orchestration and operational layer** including state visibility, agent supervision, queue management, and human-escalation flows giving non-technical operators full situational awareness without exposing system internals.
- **Built a unified design language system from scratch**: component library, interaction standards, and design tokens covering all product and marketing surfaces.
- **Transformed the design practice from Figma-first to AI-first** using agents to generate user flows, interaction patterns, and front-end code, dramatically accelerating concept-to-production.
- **Used Claude-generated front-end code to push high-quality UI directly into production** alongside engineering; coded and deployed web software end-to-end when needed.
- **Provided creative direction across product and brand** surfaces to maintain a cohesive, personality-forward identity.
- **Partnered on product strategy and GTM**, helping grow the business to \$1.5M ARR in the first year.

Joebrokka.com, Remote — *Freelance Product Designer*

Feb 2024–Jan 2025

Strategic design consultant helping early-stage startups optimize product architecture and go-to-market strategy. **Collaborated closely with engineering teams** to deliver end-to-end product design solutions.

- **Worked with high-profile clients** across Cybersecurity, Restaurant, and Retail industries, focusing on technical product challenges
- **Led Jobs-to-be-Done and North Star Vision workshops** to align cross-functional teams around product strategy
- **Built product architecture and filled technical gaps** blocking MVP development through close engineering collaboration
- **Delivered end-to-end design** from discovery research to pixel-perfect user flows, emphasizing rapid iteration and technical feasibility

DataRobot, Remote — *Staff Product Designer*

Jun 2023 - Feb 2024

Staff-level design leadership for enterprise AI/ML platform serving data scientists and business users. **Partnered extensively with engineering and research teams** to bring cutting-edge AI capabilities to market.

- **Designed and launched RFP Bot**, a generative AI PDF ingestion agent featured in DataRobot's Summer 2023 launch, **collaborating directly with ML engineers** on model integration and user experience optimization
- **Created North Star vision for data-driven SaaS onboarding**, enabling successful launch of newly redesigned DataRobot Platform with improved user activation
- **Collaborated cross-functionally with engineering, product, and sales teams** to rapidly develop and launch AI-powered features with measurable business impact
- **Mentored junior designers** and implemented design ops best practices to standardize processes and components across engineering organization

Transform, Remote — *Senior Product Designer*

Jan 2022 - Feb 2023

Product design leadership for metrics and analytics platform. **Worked closely with CEO, engineering, and research teams** to drive product vision and rapid feature development.

- **Drove UX strategy for core metrics creation and dashboarding tools**, establishing design standards that contributed to successful acquisition by DBT Labs
- **Led projects from ideation through launch** with emphasis on rapid iteration and engineering collaboration to address customer needs in fast-paced startup environment
- **Championed systems thinking and cross-team alignment**, resulting in cohesive and scalable design solutions for technical users

Tableau, Seattle — *Senior UX/ Visual Designer*

Aug 2016 - Jan 2022

Design systems leadership for flagship analytics platform serving 1000+ person development organization. **Collaborated extensively with engineering teams** to standardize design practices at scale.

- **Created and implemented Tableau's first design language system** for 10-year-old analytics platform, collaborating with development teams to deliver visual and UX consistency across massive technical product
- **Initiated and led hackathon project** fusing metrics, alerts, NLP, and machine learning **directly inspiring Tableau's Pulse AI platform** and new company organization
- **Conducted large-scale user and stakeholder research**, translating insights into visionary product strategies that shaped new AI-powered data experiences
- **Defined data visualization object models** and evolved Tableau Metrics, advancing authoring capabilities and usability for complex analytical workflows

ADDITIONAL SEATTLE EXPERIENCE

Starbucks, Seattle — *Senior UX Designer*

Apr 2016 - Jul 2016

Led team of 6 designers and launched internal employee app with shift management features

HBO, Seattle — *Senior UX Designer*

Nov 2015 - Mar 2016

Designed for smart TV platforms with pixel-perfect specifications and cross-platform integration

Getty Images, Seattle — *Senior UX Designer*

Jun 2014 - Nov 2015

Led mobile and desktop projects from concept to launch across consumer and business platforms

UBERMIND/DELOITTE DIGITAL, Seattle — *UX & UI DESIGNER*

Jun 2014 - Nov 2015

Designing at the bleeding edge of mobile development, first ever platforms for Target, Eddie Bauer, REI, and more

AI DESIGN INNOVATION

Tableau Hackathon 2019: 3rd Place "Third Wave Features on Mobile" envisioned AI-driven insights, **directly leading to creation of Tableau's Insights and Actions organization** and **founding a vision for Tableau Pulse 5 years before its release**

DataRobot RFP Bot **Featured AI product launch** demonstrating seamless integration of generative AI with enterprise workflows

Cimba Agentic AI Platform **Three complete product generations** transforming business process automation through AI

ACCOLADES

Getty Images Stream 2014: Apple **Best Desktop Apps & Best New Apps**

Target iPhone 2012: Webby for shopping - **Peoples Voice Award**

Target iPhone 2012: Passbook **featured in Apple Keynote**

EDUCATION

Seattle Central College, Seattle — *AA Graphic and Interaction Design*

SEP 2009 – JUN 2011

Emphasis on **digital interaction design**, branding, typography, and motion design

SKILLS

Product Strategy

Product direction, prioritization, competitive analysis, workshops, North Star vision, market fit

Product Design

IA, user flows, wireframes, prototyping, usability testing, heuristic evaluation

AI/ML

Generative AI, NLP, prompt design, evaluation, DataRobot, Model Health,

Research

Discovery interviews, JTBD, personas, telemetry, A/B testing

Tools

Claude Code, Cursor, Figma, Framer, Google Stitch, Illustrator, After Effects, Photoshop, Linear, Miro, Tableau, Weavy