

Joe Brokka

Product Designer & Design Strategist

Product designer with 10+ years transforming complex technical products into experiences that feel effortless. Expert in AI interaction design, making sophisticated systems approachable, and shipping features that surprise and delight. Proven track record launching products where elegant systems make complex workflows feel like play.

PHONE
206.468.7448

PORTFOLIO
joebrokka.com
pw: Goldrose

LOCATION
Seattle, WA

SELECTED STRENGTHS

Make complex things simple

Designed two complete generations of an agentic AI platform and enterprise ML tools used by millions, turning cutting-edge capabilities into intuitive experiences.

Think in systems, not just screens

Built design language systems from scratch at Cimba and Tableau, creating cohesive architectures that scale across products.

Ship features that actually work

Led rapid iteration cycles with engineering teams, scoping designs that are ambitious but achievable from concept to shipped product.

Design AI interactions that feel natural

Created conversational AI experiences and ML-powered features that make users say "why didn't we think of that?"

Bridge vision and reality

I collaborate with PMs, engineers, and stakeholders to translate "wouldn't it be cool if..." into "here's how we ship this."

Care about the details

Microinteractions, empty states, edge cases. The personality lives in the pixels.

EXPERIENCE

Cimba.ai · Seattle

Founding Product Designer

Jan 2025 – Apr 2026

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

- Partnered with founders on product strategy and experience design, helping grow the business to \$1.5M ARR in the first year.
- Transformed the design practice from Figma-first to AI-first, using agents to generate flows and UI and accelerating concept-to-production.
- Designed and launched three complete generations of the agentic AI platform.
- Built a unified design language system from the ground up across technical and business user workflows.
- Used Claude-generated front-end code and shipped web software end to end when needed to close gaps between design and production.

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.

- Worked with clients across cybersecurity, restaurant, and retail on technical product challenges.
- Led Jobs to Be Done and North Star vision workshops to align cross-functional teams.
- 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 flows.

DataRobot · Remote

Staff Product Designer

Jun 2023 – Feb 2024

Staff-level design leadership for an enterprise AI/ML platform serving data scientists and business users.

- Designed and launched RFP Bot, a generative AI PDF ingestion agent featured in DataRobot's Summer 2023 launch.
- Created the North Star vision for data-driven SaaS onboarding for the redesigned DataRobot Platform.
- Collaborated cross-functionally to rapidly develop and launch AI-powered features with measurable business impact.
- Mentored junior designers and standardized design ops across the engineering organization.

Transform · Remote

Senior Product Designer

Jan 2022 – Feb 2023

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

- Drove UX strategy for core metrics creation and dashboarding tools, contributing to acquisition by dbt Labs.
- Led projects from ideation through launch with emphasis on rapid iteration in a fast-paced startup environment.
- Championed systems thinking and cross-team alignment for scalable design solutions for technical users.

Tableau · Seattle

Senior UX / Visual Designer

Aug 2016 – Jan 2022

Design systems leadership for a flagship analytics platform serving a 1,000+ person development organization.

- Created and implemented Tableau's first design language system for a 10-year-old analytics platform.
- Initiated and led a hackathon project fusing metrics, alerts, NLP, and ML, directly inspiring Tableau Pulse.
- Conducted large-scale user and stakeholder research, translating insights into visionary product strategies.
- Defined data visualization object models and evolved Tableau Metrics for complex analytical workflows.

ADDITIONAL EXPERIENCE

Starbucks · Senior UX Designer · Seattle

Apr – Jul 2016

Led a team of six designers and launched an internal employee app with shift management features.

HBO · Senior UX Designer · Seattle

Nov 2015 – Mar 2016

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

Getty Images · Senior UX Designer · Seattle

Jun 2014 – Nov 2015

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

Ubermind / Deloitte Digital · UX & UI Designer · Seattle

2011 – 2014

Designed at the bleeding edge of mobile development: first platforms for Target, Eddie Bauer, REI, and more.

INNOVATION HIGHLIGHTS

Tableau Hackathon 2019 · 3rd place

"Third Wave Features on Mobile" envisioned AI-driven insights, leading to Tableau's Insights and Actions organization and a vision for Tableau Pulse five 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.

RECOGNITION

★ Getty Images Stream (2014): Apple Best Desktop Apps & Best New Apps

★ Target iPhone (2012): Webby People's Voice Award for shopping

★ Target iPhone (2012): Passbook featured in Apple Keynote

EDUCATION

Seattle Central College

AA, Graphic and Interaction Design

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

Sep 2009 – Jun 2011 · Seattle

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