Joe Cloughley

Product Designer in San Francisco

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Industry Experience

Product Designer
Meta
Nov 2020 - Present

Design internal products for the company's workforce of engineers and machine learning scientists across Whatsapp, Facebook, AR/VR development workflows and the entire Meta family of apps. Primarily responsible for the code authoring space.

Senior Product Designer
Appen
Jun 2019 - Nov 2020

Lead design on the annotation tools team. Designing products to collect and label data of all types used to build and continuously improve the world's most innovative artificial intelligence systems.

Granted US patent US11107222B2 for ML Video Object Tracking
Granted US Patent WO2020219750A1 for ML Annotation Job Management

UI/UX Designer
Figure Eight
Nov 2017 - Jun 2019

Solve problems and drive product usability with data science teams as the user. Champion and maintain design standards for the company. Prototype through sketching, in code, or through lo- to hi-fi screens. Conduct user research. Produce beautiful visual designs.

Front-End Developer & Designer
Finalsite
Apr 2014 - Oct 2017

Work with clients and an internal cross-functional team to create custom web solutions for schools both as a designer and front-end developer. Requires creativity and a commitment to high quality code, browser support and responsive design.

Product Designer
Finalsite
Nov 2013 - Mar 2014

Drive product usability. Plan and advocate for the user experience. Develop wireframes, and pixel-perfect visual mock-ups. Implement and maintain CSS and HTML. Remain knowledgeable on current design trends and coding techniques.

Online Communications Coordinator
Foundation Fighting Blindness
Aug 2010 - Nov 2013

Develop and maintain the Foundation's dynamic HTML, CSS, PHP and multi-CMS based websites. Recruit online membership, support the online needs of staff and site users, develop and deploy online communications through email campaigns and social networks.

Center Director
Appalachia Service Project (ASP)
May 2010 - Aug 2010
Various Positions Since 2007

Lead a 4 person staff in coordinating approx. 500 volunteers and 16 construction projects over one summer. Manage a budget nearing $50,000. Oversee choosing projects, construction planning, volunteer center upkeep, food & supplies acquisition and meal planning.

Education

MS, Human-Centered Computing
University of Maryland, Baltimore County (UMBC)
May 2015

The HCC Program prepares students for a focus on the design, implementation, and evaluation of usable systems.

Notable Coursework: Human-Centered Design, Information Architecture, Human-Computer Interaction, Graphical User Interface Design and Implementation and Graphic Design for Interactive Systems.

BS, Information Systems
UMBC
May 2009

Concurrently earned a program certificate in Web Development.

Notable Coursework: Information Systems Management, Structured Systems Analysis and Design, Decision Support Systems and User Interface Design.

Professional Skills

Product Thinking — User research, interviews, journey mapping, persona development

Visual & Interaction Design — Interface design, illustration, prototyping, information architecture

Design Leadership — Design workshops, design systems, design mentorship

Design Tools — Figma, Sketch, Adobe Creative Suite, code prototyping, whiteboarding

Front End Engineering — HTML, CSS, SASS, JavaScript, JQuery, js tools & plugins

Please visit joecloughley.com for portfolio works