

Joseph Montillo

Senior User Experience (UX) Designer | Product Design | Design Systems | AI-Driven Experiences

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EXECUTIVE PROFILE

Senior UX designer with 20+ years of experience designing complex web and mobile products, including 15+ years at a senior/staff design leadership level across enterprise B2B SaaS, two-sided marketplaces, consumer health, and early-stage startups. Owns the full design lifecycle, from user research, problem framing, and information architecture through interaction design, visual design, prototyping, and post-launch iteration. A systems thinker who builds and maintains design systems, designs for interconnected workflows, and builds accessibility in from the start. Has taken three startups from no design system, or a broken one, to world-class UI/UX benchmarks, two of which were acquired for a combined total of \$600M+. An early adopter of AI in both product design and the design process itself, focused on interfaces that help people understand what automation is doing and how far to trust it. Partners closely with Product and Engineering, and brings working front-end development skills that make handoff and implementation smoother.

Recently designed and built an iOS game end-to-end using AI-assisted development (Claude Code).

CORE COMPETENCIES

User Experience (UX) Design, Product Design, UX Research & Usability Testing, Information Architecture, Interaction Design, Visual Design, Design Systems, Prototyping, Accessibility & WCAG, AI Interaction Design, Complex Workflow Design, Two-Sided Marketplaces, Web & Mobile (iOS, Android), Figma, Cross-Functional Collaboration, Systems Thinking

SELECTED PROJECTS

StepCal - Health & Wellness App (iOS & Android)

- Designed the end-to-end UX/UI for a consumer health app built with a team of doctors, translating clinical guidance into a simple, actionable daily experience, shipped to the App Store and Google Play with 1,000+ users.

<https://play.google.com/store/apps/details?id=com.app.ipatientd>

<https://apps.apple.com/us/app/stepcal/id1589998886>

PROFESSIONAL EXPERIENCE

TRUX

Lead UI/UX Product Designer *September 2020 - June 2026*

Lead designer for TRUX's web and mobile platform serving the material hauling, construction, and roadwork industry, including a two-sided marketplace that matches haulers with hauling jobs. Vulcan Materials Company acquired a controlling stake during my tenure for an undisclosed amount.

- Conducted UX research on-site at plants, roadwork sites, and construction sites throughout my tenure, observing drivers and operators in the field and turning findings into shipped products.
- Led the effort and owned the entire product design for a device-mounted tracking system for truck drivers that uses real-time location and geofences to trigger actions automatically.
- Owned end-to-end design for core product areas, from research and problem framing through high-fidelity design, prototyping, and shipped production UI, balancing the needs of both sides of the marketplace.
- Simplified dense scheduling, dispatch, and configuration workflows for specialized operational users.
- Defined interaction patterns and a foundational design system across web and mobile, partnering with engineering to keep design and code in sync.
- Led design of AI-driven features, helping users understand what the system did and how far to trust it, and built AI-assisted design and development workflows to accelerate iteration.

Reflexis Inc.

Lead UI/UX Product Designer *January 2013 - September 2020*

Lead designer for Reflexis's enterprise workforce and retail operations software, used daily across web and mobile by hundreds of thousands of retail employees, managers, and owners. Reflexis was acquired by Zebra Technologies for \$575 million in July 2020.

- Led research, discovery, and UX design for dense, data-heavy enterprise software, including scheduling, task-management, and operational workflows across multiple user roles.
- Designed dashboards and operational reports that turned complex data into fast, confident decisions for managers and staff.
- Owned and maintained a comprehensive design system, and conducted W3C and Section 508 accessibility audits to keep the experience WCAG-compliant.
- Directed integration of AI-powered capabilities, including an early IBM Watson-based predictive analytics model, into enterprise retail products.
- Reflexis application UI/UX was recognized as #3 of the top five takeaways from the 2016 NRF Big Show.

Purpose Inspired Marketing

Lead Web Designer / Developer *January 2011 - October 2012*

- Co-founded a website design and marketing company, building its design practice from the ground up and helping it grow from a two-person operation to a team of nine.

ADDITIONAL LEADERSHIP AND CONSULTING EXPERIENCE

CEO in a Box

CTO / Graphic Designer (Consultant) *July 2011 - July 2020*

- Joined as an early team member of a health-focused startup, defining UI/UX and product direction from scratch, and helped raise capital and build a technology team including talent from MIT and Brandeis.

DeHaas Creative

Lead Web Designer / Developer (Freelance) *February 2016 - February 2018*

- Designed and developed client websites end-to-end, combining UX, visual design, and front-end development.

JosephMontillo.com

Owner - Web Design and Development (Freelance) *August 2006 - Present*

- Founded and operates an independent web design and development practice, managing every engagement end-to-end: user experience, visual design, technical implementation, and delivery.

ADDITIONAL EXPERIENCE

After-School Web Design Teacher, Framingham High School, 2019 - 2020 | Earlier customer-facing sales and retail experience include Mercedes-Benz of Natick, BJ's Wholesale, and CompUSA.

TECHNICAL AND DESIGN EXPERTISE

Design & Prototyping: Figma, Sketch, Design Systems & Component Libraries, AI-Powered Prototyping Tools

Visual & Interaction Design: Typography, Layout, Hierarchy, Color, Iconography, Adobe Creative Cloud

UX Research & Accessibility: User Interviews, Usability Testing, Journey Mapping, W3C/Section 508 Audits, WCAG

AI-Assisted Design: Generative AI tools for research synthesis, concept generation, prototyping, and workflow acceleration

Front-End & Web: HTML, CSS, JavaScript, jQuery, WordPress | Development & Data: PHP, MySQL

Product & Collaboration: Jira | Business Applications: Microsoft Word, PowerPoint, Excel

EDUCATION

Bachelor of Science - Computer Science, Information Systems | Framingham State University, 2012

Coursework in systems analysis, data modeling, and workflow analysis.