

Joe Minkiewicz (min-`kev-itch)

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Boston, MA

Product Management and Design Technology

EXPERIENCE

Director of Product, *Dadventures*

Boston, remote Aug 2020 – Jun 2021

- Fostered a product-first culture and implemented “just enough” process to allow for the quick build->learn->iterate cycle as we explored our product-market fit during the pandemic to grow subscriptions and reduce churn.
- Ran user research, built and tested UX prototypes and designs, and worked with offshore developers to update the Wordpress site and automate content aggregation and curation.

Product & UX Consultant, *Freelance*

Boston, remote Feb – Aug 2020

- Consulted during product discovery for three early stage startups: Peoplehood, Mindwell Labs, and Dadventures.
- Validated features ahead of launch using user interviews and prototype testing.

Senior Prototyper, *WeWork*

Boston, remote Jul – Nov 2019

- Joined product discovery around new hospitality features for the building management admin portal, doing structured brainstorms with stakeholders, data analysis, and concept sketching.
- Designed lo-fi mockups based off of the discovery work.
- Organized and ran remote and in-person user interviews and then synthesized and reported the findings to the team.

Lead Design Technologist, *Prolific Interactive*

Boston, remote Jan – Jun 2019

- Created a proof-of-concept “one click” SaaS product that would give small e-commerce sites a customizable native white-label iOS app using just their existing website. It was abandoned when Prolific was acquired by WeWork.

Director of Product Development, *Prolific Interactive*

Brooklyn, NY 2012 – 2018

- Joined when there were only 12 employees and helped build and evangelize the product-first culture as it grew to almost 100 employees over three offices and became an award-winning mobile-focused product agency.
- Launched dozens of mobile and web products over the years variously as Lead Product Manager, Lead Front End Engineer, Designer, and UX Researcher – sometimes multiple at once. Brands included: SoulCycle, WeWork, StubHub, build.com, Scotts, Jet, David’s Bridal, Alex and Ani, and Amex OPEN Forum.
- Launched two of the first iOS AR features for the build.com and StubHub apps immediately upon availability of iOS 11 acting as a split Product Manager / Design Technologist. Both were featured in the App Store at launch.
- Conducted product discovery and customer experience prototyping for a new on-demand business called WeWork Now. Transitioned to Lead Front-end Engineer to build the 1.0 web app using React.js (prior to being acquired).
- Created and oversaw a culture of team accountability and action around retrospectives and iterated on the best practices for collaboration between Product, Design, Engineering, Strategy, and Business Development.

UX Engineer, *Wireless Generation (Amplify Education)*

Brooklyn, NY 2009 – 2012

- Built functional prototypes in HTML/Javascript for usability testing during company’s transition from Palm Pilot-specific software to universal web apps for iOS and Android devices.
- Collaborated with the engineers in order to make the prototype code reusable for production whenever possible.
- Built and maintained multiple “visiontypes” of potential future technology that were used as presentations to gain interest and funding for the company’s custom tablet hardware and integrated Next Generation Curriculum software.
- Participated in usability research including in-classroom field observation.

Freelance Web Developer, *Beard, Beard & Beard, LLC*

Brooklyn, NY 2009 – 2012

Flash Developer & Web Designer, *Scholastic, Inc*

NYC 2006 – 2009

Animation Prep Artist, *Cartoon Pizza*

NYC 2004 – 2005

EDUCATION

BFA Communications Design: Illustration, *Pratt Institute*

Brooklyn, NY 1999 – 2003

PERSONAL

Student, *Dalvero Academy*

Brooklyn, NY 2003 – present

- Attend periodic extracurricular life drawing and illustration classes with my teachers from Pratt.
- Exhibited in the group show “Journey of Transformation” at Mystic Seaport, CT in 2016.

Member & Webmaster, *Gotham City Beard Alliance*

NYC 2010 – 2015

- Competed in multiple beard competitions in the Northeast.
- Designed and built custom informational websites for multiple NYC Beard & Moustache Competitions.

SKILLS & TECHNIQUES

- Product discovery and iteration
- Prototyping (lo/mid/hi-fidelity)
- Agile methods (standups, planners, retrospectives, etc)
- Product Management
- Project management
- Design systems
- Atomic design
- UX & UI design
- Diverge/converge brainstorms
- User research
- Continuous integration
- QA

TECHNOLOGIES

- HTML & CSS
- Javascript
- OOP (in general)
- React.js
- Styled Components
- Node.js
- Docker
- Bash/Zsh
- iOS/Swift
- Git

TOOLS

- Figma
- Sketch
- Photoshop
- Adobe Creative Suite
- Xcode
- CLI
- Github/Bitbucket
- Heroku
- Pivotal Tracker
- Jira
- Monday.com
- Teamgantt
- OS X
- Slack

References available upon request