



# Jose K Joy

## UX Design Leader

**UX leader** with **14 years** of experience driving design excellence across enterprise and SaaS products. Currently **Director and Head of Design** at Innovapptive, leading UX strategy for a mobile-first platform serving asset-heavy industries. Skilled in research, interaction and visual design, and AI-driven design acceleration. An **NID** graduate passionate about mentoring teams, fostering innovation, and delivering user-centric, high-impact solutions.



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## SKILLS

Design Management

Design Strategy

Hiring & Team Building

Cross-functional Collaboration

User Experience Design

User Research

Persona

Journey Map

Information Architecture

User Flows

Wireframe

Interaction Design

Mockups

Prototyping

Visual Design

Usability Testing

Contextual Inquiry

Product Design

Mobile App Design

Web Accessibility

Design Tools

Design Processes

Design Direction



## WORK EXPERIENCE

### Director and Head of Design

Innovapptive Inc.

11/2024 - Present

Hyderabad

Leading connected worker platform which uniquely brings maintenance, operations and supply chain workers together.

#### Achievements/Tasks

- **Led a dynamic team of designers**, improving design quality, collaboration, and delivery maturity across 5–6 active product lines. I was responsible for strategic hiring, restructuring and performance evaluation of designers.
- **Established a unified Design System**, reducing UI inconsistencies and improving design-to-dev efficiency by ~30%.
- **Integrated AI-powered design tools** into the workflow, accelerating design iterations and improving turnaround time between product and design teams by ~60%.
- **Introduced design QA and review processes**, ensuring alignment between design, product, and engineering before sprint handoffs.
- **Redesigned key mobile and tablet dashboards**, improving usability and reducing task completion time for field users by ~25%.
- **Let the design efforts in introducing AI-first mobile based workflows** for issue identification, work order creation, work execution etc. for effective maintenance management.
- **Led the design efforts to conceptualise 2 new products suites - 1) Environment Health & Safety Suite** (Permits, JHA, ICC), **2) Knowledge & Skills Suite** (Digital Work Instructions +), which were well received and attracted new deals.



## WORK EXPERIENCE

### Director and Head of Design Airmeet Inc.

03/2022 - 10/2024

Bengaluru, India (Remote)

Leading virtual conferencing platform, primarily focused on B2B marketers

#### Achievements/Tasks

- Joined as '**Principal Designer**', soon promoted as '**Director and Head of Design**' to lead the design team and influence the product road map, working closely with leadership, key stakeholders, and cross-functional team members.
- **Administered the quality of design outputs** and **structured a world-class design team**. Made sure that Airmeet was among the top desired products for virtual conferences with respect to '**Ease of Use**' and the best '**Attendee Experience**' (Refer [Airmeet's reviews](#) on G2).
- **Constantly analysed user behaviours, product feedback, and feature requests** from customers, identified the gaps, communicated their priority to the key stakeholders, and took the lead to resolve them.
- **For event organisers**: Simplified a complex event setup; improved analytics; Created: unified attendee profile powered by CRMs to track attendee engagement, trigger-based automated workflows, custom email templates, breakout rooms, and persistent backstage; Introduced: event series, in-person, and hybrid formats.
- **Elevated the branding and customisation capabilities** of stage, reception, landing page, booths & fluid lounge. The default visuals were improved and customisations capabilities were provided for organisers, which made Airmeet's visual experience to become the best in the market.
- **Created post-event content tools** like video editors, clip generators, AI-powered summarisers, blog post generators, etc. targeting marketer personas to help in effective content consumption and reuse.

### Principal UX Designer and Head of Design Tricon Infotech Pvt. Ltd.

01/2014 - 03/2022

Bengaluru, India

IT consulting and end-to-end software development services company

#### Achievements/Tasks

- Started as a UX designer, promoted to senior, lead, and principal roles. While working as **principal designer** on my projects, I was **heading the design team**, overseeing the outcomes, and managing the company's UX portfolio.
- **Lead multiple design projects from creation to execution** both as a hands-on designer and as a manager.
- **Successfully delivered designs for clients from the US, UK, and Middle East**. To name a few - [McGraw Hill](#), [Taylor and Francis](#), [KHDA Dubai](#), [Toorak](#).
- Throughout my tenure, starting in 2014, I was preferred by management for - **pitching design services, engaging in project proposals, effort estimations, early-stage concept creation, etc.** targeting business development.
- **Created design processes custom to types of projects**, got it approved, and successfully implemented on projects. .
- **Spearheaded hiring and mentored new joiners** on design processes and company-specific requirements, allocated them to the right projects, and was responsible for looking after the quality of their contributions to the project.

### UX Consultant Nicefit Career Consulting Pvt. Ltd.

10/2013 - 12/2013

Hyderabad, India

Recruitment consultancy

#### Achievements/Tasks

- I joined as a UX consultant to revamp a tool, developed internally by their technology team. The tool would help recruiters in mapping job descriptions to the right talent in the database and also manage interview process.
- **Conducted end-to-end design process**, starting from user research to UI delivery, as a solo designer.
- **I had a chance to work closely with the founder, Dr. Susanta Misra, who retired as the head of Motorola, India.** I learned a lot from him in developing my thought process—how to think 360 degrees while analyzing and solving for any software product.

## WORK EXPERIENCE

### UX Designer

Pensio Software Technology Pvt. Ltd.

01/2013 - 09/2013

Hyderabad, India

*Micropayment-based product startup*

#### *Achievements/Tasks*

- Joined as a solo designer in the startup to conceptualise and design the product suites of **Papaya, a micro-payment eco system** consisting of mobile app, merchant portal, operations portal and product website.
- Successfully defined the workflows required for an efficient design of the **operations portal**, which involved **registration and data management, customer support and managing payments and settlements.**
- My 9 month stint in Pensio helped in developing my thoughts from a service design perspective.

### UX Design Intern

Naukri.com - Info Edge India

01/2012 - 06/2012

Noida, India

*India's no. 1 recruitment portal for the last 2.5 decades*

#### *Achievements/Tasks*

- I was hired to do research on recruiter's portal, find out issues, and propose UX solutions. A thorough study was done on the then existing recruiter's portal, recruitment domain, competitors, web analytics data, and in-depth user research with recruiters.
- **The research and studies** identified many issues in recruiters daily work lives, including a mismatch in their offline process with the features provided through the existing recruiters application.
- **The system (Naukri ATS), which I ideated and proposed from scratch,** was immediately conceived by the management, hired a startup to implement the same ASAP. The product gained huge revenue, and the UX department received much-needed visibility and appreciation in a then 3,000+ employee company with almost 60 IIM alumni.
- Interestingly, the concept replicated the offline workflow of recruiters, improved the overall experience, and intentionally avoided excess clicks that were charged by Naukri in their existing application.
- My processes, solutions, and outputs were **well appreciated by the jury members of NID**, and I was among the only four students from my class who cleared the jury in the first attempt.

## EDUCATION

### Masters in Design

National Institute of Design

07/2010 - 12/2012

India

### Bachelors in Engineering

University of Calicut

07/2005 - 06/2009

India

## SOFT SKILLS

Creativity

Critical Thinking

Problem Solving

Teamwork

Adaptability

Empathy

Attention to detail

Active Listening

Negotiation

## AWARDS

Outstanding Performer of the FY 2020-2021

*Issued by Management, Tricon Infotech*