Joe Payne
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**Executive UX & Design Leader
with 15+ Years of Experience**

Areas of Expertise

Design Leadership ▪ Brand Strategy ▪ User Experience (UX) ▪ User Interface (UI) Design ▪ Product Design ▪ Cross-Functional Team Management ▪ Strategic Business Planning ▪ Design Systems ▪ Entrepreneurial Innovation

Experience

Head of Design & Product Strategy, Co-founder
ULTD (Jan 2021 - Present)
- Crafted and led the studio's strategic vision and product roadmap utilizing AR, AI, and web3, securing one of 20 spots (out of 1,100 applicants) in the Launchpad Luna Accelerator.
- Led product design UI/UX for the studio's web and mobile products while managing a remote team
- Secured early financial backing from Animoca Brands, additional commitments from angel investors, and 2 strategic partnerships (Niantic Labs, University of Arkansas).

UX Curriculum Author & Instructor
University of Arkansas Global Campus (Mar 2021 - Apr 2023)
- Spearheaded curriculum design for a 6-month UX design certification, including 5 video lessons.
- Facilitated the instruction of all course content to a pilot cohort of 15 students, earning recognition for instructional prowess and collaborative leadership.

Creative Director > VP, Design > Chief Product Officer > Head of Client Experience
RevUnit (Jun 2015 - Mar 2021)
- Elevated a nascent UI/UX design team of 3 to a cross-functional unit of 30+ designers and researchers, marking over 900% team growth and innovating new service offerings that contributed to doubling revenue YoY.
- Steered Operations through the company's highest-growth phase, surpassing EBITDA targets with a 100% increase in overall headcount, an 80% surge in revenue, and implementation of a new organizational structure.
- Architected digital productivity and finance products and platforms for a global organization, unlocking multi-million dollar annual productivity gains and achieving >75% adoption within 6 months.
- Named an Inc 5000 Fastest Growing Company & Best Places to Work company 3 years in a row during tenure.

Head of Design & Community, Co-founder
Creatives United (Apr 2012- Jan 2018)
- Developed a vibrant community of over 300 local creatives by organizing over 30 events while simultaneously securing sponsorship funding, speakers, and developing design and UX-oriented event programming.
- Drove brand development and identity projects for diverse clients, generating $50K in revenue exclusively through reputation-based word-of-mouth referrals in the first year of design services.

Chief Creative Officer, Co-founder
Moxy Ox (Jun 2009 - Sep 2014)
- Led an entrepreneurial creative team, collaborating with prestigious clients and stakeholders such as Ubisoft and Gary Vaynerchuck to execute groundbreaking projects, driving >500% revenue growth YoY and establishing an industry-leading reputation.
- Pioneered operational processes and best practices that spurred a 30% improvement in team productivity.

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Accolades

Gold & Silver Addy award winner for creative direction & design in marketing and brand identity.
Forty Under 40 alumni by the Northwest Arkansas Business Journal.
Fusion 360 Executive Network advisor for High Alpha Innovation.
Box Development Partner of the Year as a result of software designed and built for Walmart.
DEI Task Force appointment by the mayor of Bentonville to aid the city in advocacy work.

Education

Bachelor of Arts, Graphic Design *(Arkansas Tech University), magna cum laude*

Certifications

Leading for Creativity *(IDEO University)*
Formal Methods: Formalism and Design *(Interaction Design Foundation)*
Brain Science in Interface Design *(Interaction Design Foundation)*

Skills

Design Tool Proficiency	Creative Direction	UX Writing
Strategic Vision & Execution	Journey Mapping	Team Influence
Data-Driven Decision Making	User Research	Wireframing
Visual Design	Usability Testing	Prototyping & Iteration
Collaborative Design	Agile & Lean Methodologies	Design Thinking

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**As a designer and a leader, Joe is as great as they come. I
would work for him again, and again, and again.**

—Former Team Member *(Director-level)*