

Joseph Meersman
josephmeersman.com
whereisjoemeersman@gmail.com
773.858.6307

The Collective
Partner
Business Development, Project Scoping, Delivery Management. September 2023-Present

Intapp
Senior Director
Shipped experiences for Investment Bankers, Analysts, and Lawyers.
Tripled design team size. Worked closely with acquisition companies. October 2020–August 2023

Voltage Control
Vice President
Exceeded quarterly sales goals and expanded the service portfolio. April 2020–October 2020

Resideo
Design Director
Delivered IoT applications for consumers and trade professionals. August 2019–March 2020

IBM
Design Strategy Director, Hybrid Cloud
Drove development of practice, defining deliverables and roles. July 2013–July 2019

Design Director, Watson Financial Services, Analytics, Watson
Led over 50 Designers across four countries. Shipped over a dozen products for Developers, Data Scientists, and Analysts.

Design Principal, Studio Core Team
Responsible for the craft and delivery of User Experience at scale.
Involved in the hiring and mentoring of over 500 junior and senior staff.
Facilitated Design Thinking workshops to over 1000 participants.
Co-wrote IBM Design Language, directed studio website.

Freelance
Consultant
Advised clients on Mobile UX, Design Thinking, and Digital Strategy. March 2013–June 2013

SapientNitro
Associate Experience Director
Directed mobile web redesign for an international automotive brand. September 2012-February 2013

Razorfish
Associate Experience Director
Led delivery support and mobile experiences. Mentored junior staff. August 2011–August 2012

Acquity Group
Sr. User Experience Specialist
Designed experiences. Delivered Personas, Workflows, and Wireframes. April 2010–July 2011

Motorola
Sr. Human Factors Designer, Government and Public Safety
Designed touchscreen Public Safety and First Responder experiences. June 2006–March 2010

Sr. Human Factors Researcher, Mobile Devices
Maintained usability and comfort across over a dozen Bluetooth accessories and six phones. Specialized in media-centric experiences.

Walgreens
Consumer Research Analyst
January 2005–February 2006

Herman Miller, Herbst Lazar Bell, Beyond Design
Freelance Design and Research
July 2003–December 2004

ADJUNCT PROFESSOR
2019-2023 Visual Communication, Research
School of Design and Creative Technologies
University of Texas, Austin

SPEAKING ENGAGEMENTS
Conferences
2024 Reuters, UXDX, Write the Docs
2023 Write the Docs, UXDX
2022 Experience Design, UXDX, Design Thinking
2021 Rosenfeld Media, IDSA, Big Design
UX Istanbul, Austin Design Week
2019 SXSW, IXDA, Core 77, AIGA,
UX STRAT, Big Design
2018 UX STRAT, AIGA, UXPA, Core77

Industry
2024 Sunlife Trust, AI, UX, and Designers
Reuters, CX, Technology, and Implementation
2022 H&R Block, Design Leadership Series
2020 Church & Dwight, Integrated Design Thinking
2019 Federal Reserve Bank, Innovation Conference
Frost & Sullivan, Growth & Leadership Forum
2018 Autodesk, Accelerate

University
2018 Carnegie Mellon University
2017 University of Texas
2015 Texas Tech University
2013 Washington University, St. Louis
2012 Art Institute of Chicago
DePaul University
2009 University of Illinois, Chicago
2008 Carnegie Mellon University

AWARDS
2024 Print Magazine, Concept Category Juror
2010 Patent numbers CS35333RS, CS36642RS
2009 Embody Chair, NEOCON Silver,
2008 Motorola ROKR E8, Best of CES Award
2006 My Studio Environments, Best of NEOCON
2005 Cella Chair, NEOCON Innovation Award
2003 Mirra Chair, Best of NEOCON Award

EDUCATION
2002 BFA Industrial Design
University of Illinois, Urbana-Champaign